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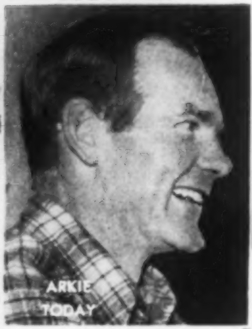
WOR now has available a wide selection of dramatic, personality, variety, news and participating programs which are skillfully tailored to entertain, inform and sell thousands of people in the most densely-populated territory on the Eastern Seaboard.

WOR *. . . that power-full station at 1440 Broadway, in New York*

**according to the Crossley Continuing Study of Radio Listening in New York.*

ARKIE, 1929


ARKIE TODAY

RAMBLIN' RED FOLEY 1932

MAC & BOB

RED FOLEY TODAY

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And How WLS Listeners Love Them!

Old friends are the best friends . . . and that's just the way radio listeners in Midwest America feel about WLS. For 20 years WLS has been giving them the entertainment and friendly counsel they like and need. For that entire 20 years, listeners have been hearing some of the same folks; many more of the staff are ten- and fifteen-year veterans.

The Arkansas Woodchopper (Arkie to millions of radio listeners) has been singing on WLS since 1929—15 years! Ramblin' Red Foley, movie as well as radio star, first came to WLS in 1931, is still with us. That same year saw Mac and Bob, blind singers, start at WLS. Through the years, listeners have learned to love them and know them as personal friends. Naturally, such friendly listeners are loyal to the station . . . loyal and responsive. That's why *WLS Gets Results!*

Advertisement number 8 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station.

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

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PRAIRIE
FARMER
STATION

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REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO 7

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SALES

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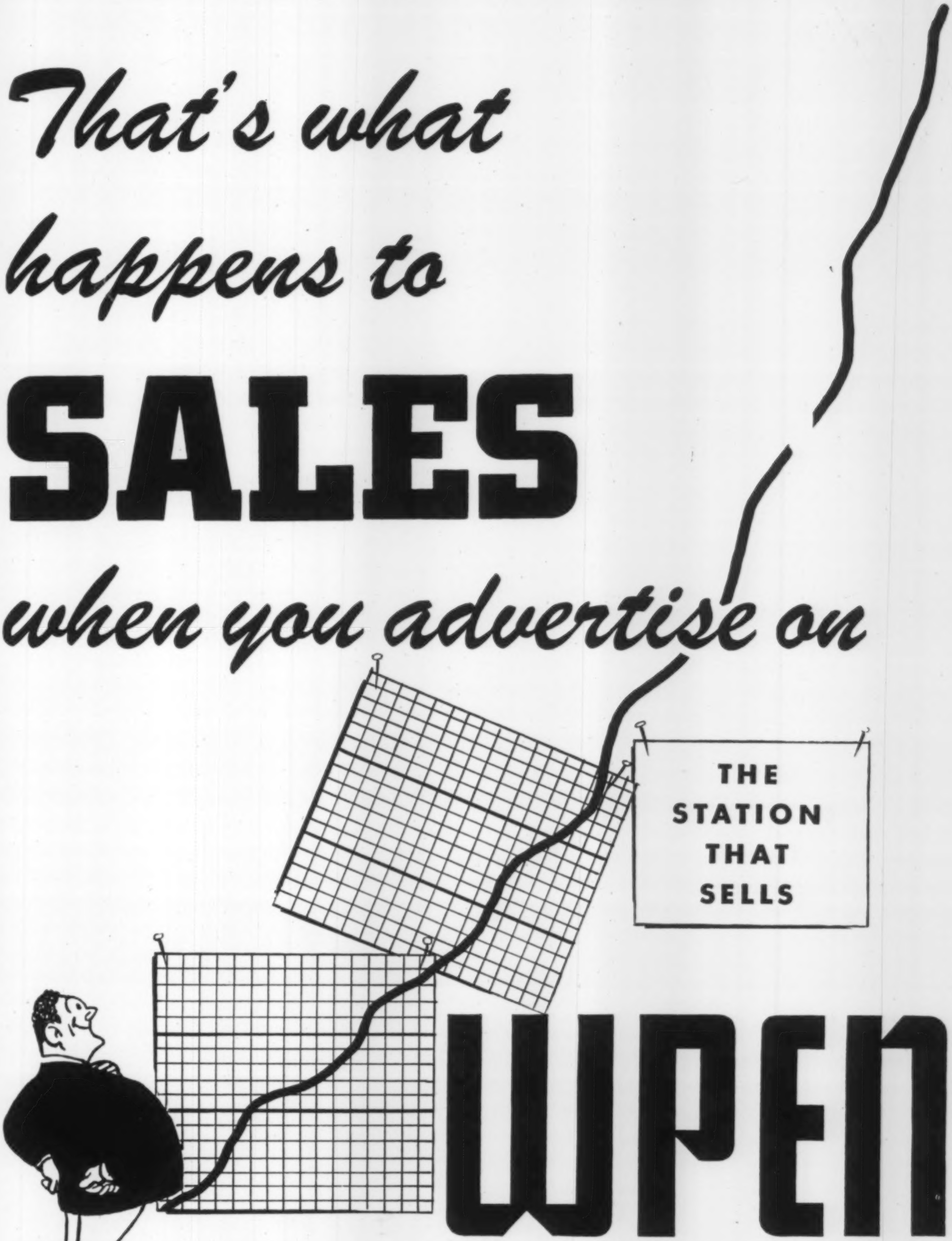

WPEN

PHILADELPHIA • PA •

950 ON THE DIAL • 5000 WATTS

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

STEP OUT ON THE AIR
THIS FALL

WITH YOUR OWN *BRAND-NEW* SHOW

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Destiny Trails . . . brings to life the immortal classics of James Fenimore Cooper. First, *The Deerslayer* . . . 39 programs colorfully depicting the spirit of adventure that is our American heritage. Next, *The Last of the Mohicans* . . . 39 programs. 78 quarter-hours *ready for release Sept. 15* for three-a-week broadcast.

Come and Get It . . . first recorded audience participation show, radio's newest quiz mixes food facts and fun. Bob Russell, MC, questions contestants selected from studio audience representing all sections of the country; then tosses the subject to "Board of Experts." Alma Kitchell, well-known for her Woman's Exchange program and Gaynor Maddox, whose syndicated food articles are read by millions. Experts uncover unusual facts about food in question. 78 quarter-hour three-a-week quiz shows—*ready for release about Sept. 1.*

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The Weird Circle . . . modern dramatizations of the eerie masterpieces of such celebrated writers as Poe, Balzac, Dumas, Hawthorne and Victor Hugo. A record of results for wide variety of advertisers! 13 brand-new adventures bring program total to 65 half-hours.

Stand By For Adventure . . . exciting happenings in far places among strange people . . . as told among four friends—a retired army officer, a star reporter, a New England sea captain and a South American scientist. Carefully cast and expertly produced. 52 quarter-hours for one-or-two-a-week broadcast.

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Effective promotional material furnished with each show to build your own audience. Pick your own time . . . choose your own stations . . . select an NBC Recorded Program . . . *step out proudly on the air this fall.* Write, wire, or phone for detailed information and audition records.

See us at NAB War Conference

PALMER HOUSE, CHICAGO
AUGUST 28—AUGUST 31

National Broadcasting Co.

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

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Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

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RADIO STATION WQXR
AND ITS FM OUTLET WQXQ

We are proud to acquire a broadcasting medium which throughout its history has consistently maintained such high standards of quality in its productions.

This policy we shall continue and improve under the same management which successfully built up Station WQXR and Station WQXQ.

The best musical features will form the bulk of programs as before, and we look forward to the time when WQXR, as The Times own station, will expand its news presentation so as to be of still greater service to its listeners and our readers.

WQXR
1560 Kilocycles

WQXR
The High Fidelity Station

WQXQ
45.9 Megacycles

Station WQXR 730 Fifth Avenue, New York 19, N. Y. CIrcle 5-5566

KOIL Proudly Presents
"The Vagabond Dreamer"

Had Hughes, Assistant Manager of KOIL, is also "The Vagabond Dreamer."

On the air for SEVEN YEARS, this sponsored Vagabond Dreamer show is but one of several station-produced programs which help make KOIL known favorably to the Omaha market. KOIL produces popular shows for its listeners. KOIL can produce for you, too!

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in Omaha
5000 WATTS . . 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

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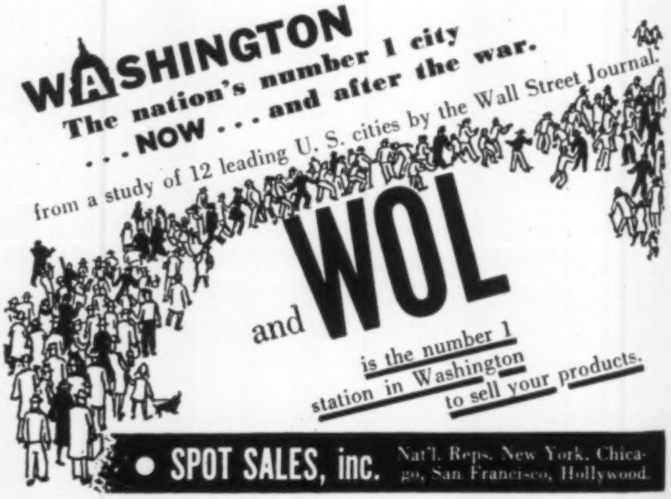
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to sell your products.
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Nat'l. Reps. New York, Chicago, San Francisco, Hollywood.

YOUR BEST BUY IN AMERICA'S 4th LARGEST MARKET!

SMART BUYERS
use

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Spot Sales, Inc.

WAAT

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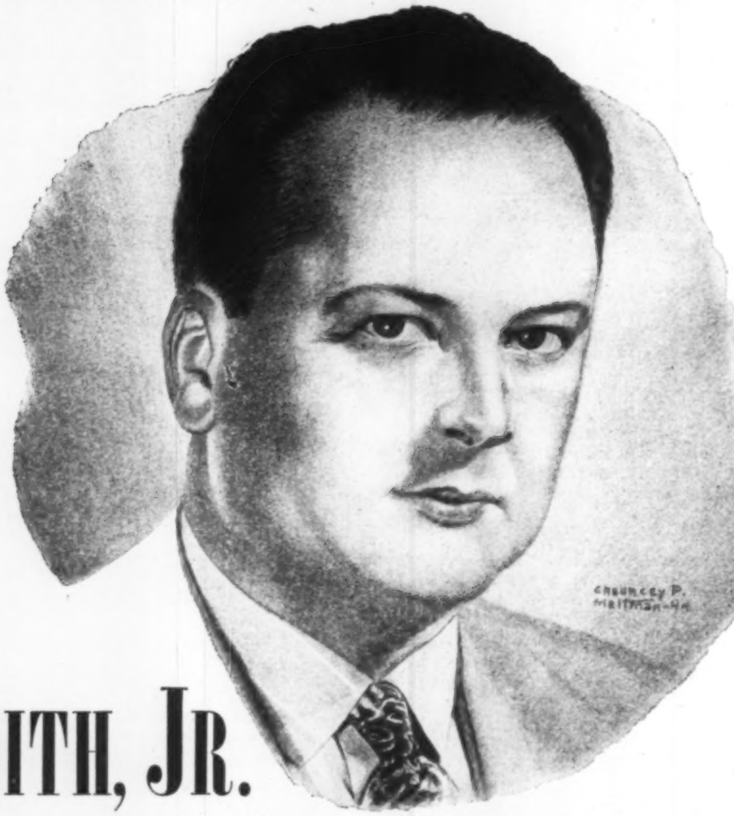
NEWARK, N. J.

Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING



H. B. GOLDSMITH, JR.

In Charge of Advertising, The Grove Laboratories, Inc.

Says—"You can't beat spot radio for the opportunities it offers in selectivity of markets, programs and audiences."

●No, nor even *approach* it, Mr. Goldsmith! And considering all the successful spot broadcasting your company is doing, we suspect you could tell some interesting stories about the *sales* it produces, too!

●As a matter of fact, we've got some pretty good stories, ourselves, here at F&P. We've been "in attendance" when some of the nation's biggest advertisers were *born*, so far as radio was concerned. And we remember the times when we helped literally dozens of today's good spot broadcasters to select their first one or two-station "list"!

●Which is neither here nor there—except to say that we're happy at the opportunity to work and grow with all you agencies and advertisers, and with spot broadcasting itself.

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KDAL	DULUTH
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WOC	DAVENPORT
KMA	SHENANDOAH
... SOUTHEAST ...	
WCBM	BALTIMORE
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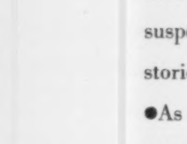

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Since May, 1932

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BROADCASTING
and
Broadcast Advertising

VOL. 27, NO. 8 WASHINGTON, D. C., AUGUST 21, 1944 $5.00 A YEAR—15c A COPY

Allocations Hearings Ordered by FCC

Sweeping Revision Of Spectrum Foreseen

PROCEEDINGS which will shape the postwar allocations for all broadcast services—present and impending—have been called by the FCC to begin Sept. 28 in what may go down in radio annals as the most sweeping revision of the radio spectrum since the art began.

Hard on the heels of the State Dept. preparatory conference last week on postwar allocations, the FCC last Wednesday issued its order for the hearings, in keeping with its legislative mandate to devise frequency allocations for non-governmental radio services. The hearings, which may run several weeks, come as a sequel to the State Dept's. inauguration of discussions Aug. 11-12 for proposals on world allocations to be considered at the forthcoming international conferences on radio.

AM Also on Agenda

The Commission's order, followed last Friday by a public notice on procedure and scope, came just four days after the State Dept's. sessions. All broadcast services—standard, FM, television, international broadcast, facsimile, non-commercial educational and associated relay services—are specified in the orders as subject to review. The entire spectrum, ranging from 10 to 30,000,000 kc. will be covered.

Not only the conflicts for spectrum space in the ultra-high frequencies, in which such services as FM, television and international broadcasting are involved, but the existing standard (AM) broadcast allocations will be covered, with a view toward establishment of new policies. Extension of the existing broadcast band below the present 550 kc. limit possibly down to 520 kc., which would provide three additional 10 kc. channels in the most desirable end of the band, may be considered.

In the standard band a revival of the issue over duplication of clear channels on the two coasts may evolve. It has been an open secret that FCC thinking has veered in that direction, although this has been somewhat offset by the postwar blooming of FM for urban service which would augur for use of clear channels with high power to serve rural and remote areas.

Not since the FCC was created has there been considered, in a single proceeding, all allocations in the spectrum. There were the 1936 hearings on the ultra-high frequency allocations and subsequent hearings on other separate allocation phases, but never one running the full extent of the radio spectrum up to 30,000,000 kc.

In its Wednesday order the Commission stated that it, other Government agencies and the radio industry "all recognize that a complete review of present allocations of bands of frequencies in the radio spectrum is necessary as a result of the important advances in the radio art which have been made during the war and the greatly increased demands for the use of radio". Persons and organizations desiring to testify are to notify the Commission by Sept. 11, giving the names of witnesses, the topic each will discuss and the time expected to be required for testimony. Exhibits showing requirements for frequencies are to be supplied by Sept. 20.

FCC Order (Docket No. 6651) calling Allocations Hearings on Page 44. FCC Public Notice specifying procedure and scope on Page 54.

17 Groups to Participate

Despite the speed with which the FCC prepared its hearing call, it was evident that the Commission feels it should formulate allocation policies with utmost dispatch, so that the State Dept. charged with the handling of the international conferences, can have the benefit of its judgment. The Department has established a deadline of Dec. 1 on its preparatory sessions, and its subcommittee now is functioning, using as its nucleus for allocations discussion the report of the Interdepartmental Radio Advisory Committee, made up of Government radio experts.

It is expected that all branches of radio and communications will participate in the FCC proceedings. Broadcast services head the list of the 17 different groups to be heard, following only the presentations by the Radio Technical Planning Board, created last September to formulate plans for future allocations. It is presumed that each of the RTPB panel chairmen will be called upon to testify.

First on the list of services to be heard is standard broadcast, followed by FM, educational FM, television, facsimile, international broadcast and then other broadcast services. The IRAC report, submitted at the State Dept. conference, had evoked the dissatisfaction of a number of groups, including television and international broadcast, because of failure to provide what they regarded as adequate space in the desirable portions of the spectrum for their respective services. The IRAC report made no provision whatever for direct international broadcasting, and the FM allotments were not as great as FM proponents had sought.

In its order, the FCC said one of the prime purposes will be to

(*Continued on page 18*)

Four-Week WAC Spot Drive Planned

Army Approves Project; Stations Asked for Avaibilities

ARRANGEMENTS to spend up to $500,000 for a four-week spot radio campaign for WAC recruiting have been approved by the War Dept., Young & Rubicam, agency handling the account, announced last Friday (text of Young & Rubicam telegram on page 52).

Future Undecided.

The agency sent out telegrams to all stations in the country asking for evening time availabilities for one-minute and station break transcribed announcements to be run five days a week for four weeks beginning Sept. 4, tying in closely with advertising in other media.

In announcing the War Dept. approval of its recommendations, Y & R stated that "the introduction of radio into the WAC program during the first four months of the campaign completes the original recommendation of Young & Rubicam." Future recommendations for radio time, it was indicated, will depend on overall media needs for WAC recruiting.

It is expected that radio will figure prominently in whatever recommendations may be submitted for subsequent WAC advertising, which will likely be determined by military developments.

Y & R officials were unable to specify the exact dollar outlay which will be represented in the radio campaign, pending answers from stations. However, it was estimated, should all stations offer availabilities the total outlay would approximate a half million dollars. About 700 stations have already indicated to the NAB they would accept WAC advertising.

Y & R said its action in recommending use of radio in WAC recruiting followed the determination by NAB that "a substantial number" of stations is prepared to accept paid WAC advertising.

Apprised of the Y & R announcement, OWI officials stated that the action of the War Dept. in approving recommendations for use of radio means that the WAC campaign can now be considered in the light of OWI's overall media plans for recruiting. It was emphasized, however, that no action with respect to radio allocations can be taken until more information is available on the extent of radio coverage to be obtained.

OWI cancelled radio schedules for network allocations and station announcements tentatively set for the weeks of Aug. 28 and Sept. 4 when the initial outlays for WAC advertising excluded radio. The Radio Bureau has since committed these dates to

(*Continued on page 52*)

WLB Refers Petrillo Defiance to OES

AFM Bucks Board Twice Within A Week

AFTER exhausting all efforts to obtain voluntary compliance, the War Labor Board last Friday voted 10 to 2 to refer its directives in the recording and KSTP disputes to Director of Economics Stabilization Fred M. Vinson for enforcement. Four public, four industry and two CIO members of the Board voted affirmitively while the two AFL members dissented.

It is expected that the cases will reach Director Vinson's office this week.

Possible Directives

Under Executive Order 9370 which provides that the WLB may report cases of non-compliance to the Office of Economic Stabilization, the OES director may issue directives:

1. Against employers—cancellation of Government contracts and priorities, until compliance is secured;

2. Against the unions—withdrawals of privileges, benefits, or rights, as by holding of check-off dues in escrow, pending compliance.

3. Against individuals—modification or cancellation of draft deferments or employment privileges or both.

The Board's action was taken following a "show cause" hearing Thursday in which Joseph A. Padway, counsel for the American Federation of Musicians, said his organization would not comply with the Board's directive to withdraw the ban on the making of recordings "because the war effort is not involved".

His defiance of the Board's authority—the second within a week—drew sharp censure from Dr. George W. Taylor, acting chairman, and Frank V. Morley, both public members, who charged the union with failure to cooperate in the Board's efforts to prevent strikes. Mr. Padway's position was supported by the two AFL members of the Board.

Legitimate Strike?

"We are a War Labor Board," said Mr. Morley, "and we find that in time of war there is no dividing line between legitimate strikes and illegitimate strikes. We find there is no dividing line—you just can't separate them—and we find equally that there is no dividing line between compliance and non-compliance.

"You claim that you are not going to comply because it has no effect on the war effort, but that is a claim which we find cannot be substantiated. That problem of a dividing line is one that I think the Board is pretty clear about. The point there is really that trouble spreads, Mr. Padway, and it spreads by example."

When Mr. Morley addressed the chair to inquire "whether there is any point in proceeding further on that line", Dr. Taylor referred to Mr. Padway's terse statement of defiance on grounds of jurisdiction:

"I don't think the case can be summarily disposed of by a statement that you determine, Mr. Padway, that it doesn't affect the war effort and therefore there will be no compliance. As I understand it, this was a dispute certified to the Board. The Board by unanimous action decided to set up a panel—that it was a dispute within the jurisdiction of the Board—and an order was issued. The Board itself has determined that action on this case was necessary so that it is a matter of defiance of a Board order, which the Board has ruled was within its jurisdiction."

Mr. Padway observed that it would serve no purpose for him to reiterate the arguments made on previous occasions inasmuch as the Board has ruled otherwise. "We disagree with all the conclusions that you arrived at," he said, "so there is nothing else we are confronted with this morning but to answer your question.

"You asked us to come here and show cause or answer why we do not comply or will we comply, and the only answer I am authorized to make or can make, and which we think is logical and complies with the law, at least as we interpret it, is the one I made."

At this point, George Meany, AFL member of the Board, broke in to say: "I want to state for the record that the American Federation of Labor members do not agree with the public members on that score—that we do not think that this affects the war effort.

"We think this is a case of a group of employers attempting to use the war to determine a commercial dispute that they have with the musicians. We think that the duties of the War Labor Board have been perverted by taking this case in any shape whatsoever. We think it is utterly ridiculous to make the statement that the playing of these records, these transcriptions, affects the war effort in any way."

AFL Fought Case

Dr. Taylor pointed out that the dispute was brought under the jurisdiction of the Board by the unanimous action of July 23, 1943 in which it was directed that a tripartite panel be appointed to hear the merits of the dispute. When he conceded to Mr. Meany that the AFL members fought the case from the very start on the ground it did not involve the war, Mathew Woll, vice-president of the AFL, and labor member of the Board, declared:

"Might I add just this. This Board appointed a panel; the panel exercised its authority in bringing about agreements between the contending parties. It succeeded so well that approximately 80 agreements have been entered into. The Board in passing judgment upon those 80 agreements stated that it had no jurisdiction to pass upon those agreements because the subject involved was not a proper subject for consideration by the War Labor Board.

"Thus the Board itself by its own action has annulled any jurisdiction it has over this particular phase of the controversy because it is not a wage dispute but a commercial dispute and hence we feel, regardless of what may have transpired before—although I support the contention of Mr. Meany that we oppose jurisdiction being taken over by the War Labor Board—but even though the majority may hold otherwise, the very fact that the Board itself on these agreements and in the particular point at issue has ruled that it has no authority to act upon it—it is a matter of negotiation entirely within their discretion, without restriction upon the War Labor Board—therefore they have no jurisdiction over that particular phase of the controversy."

Issue Is Compliance

Dr. Taylor said the public members of the Board did not want to discuss the merits of the case, that the issue here is one of compliance with a majority decision which, he pointed out, has never been considered as other than the decision of "the whole Board". He said the Board recognizes the "great support" given its decisions by management and labor, that there have been "really very few non-compliance cases", and that there has been "a great cooperation" in voluntarily accepting the decisions of the Board.

"There is a very small company of people," he added, "who have seen fit not to follow that course of action. I think it is cause for concern to the Board, and I say that

(*Continued on page 62*)

NAB War Conference To Stress Postwar Service Allocations

SENSITIVE to heightened interest in postwar radio development, accented by the swift allocations pace set by the State Department and the FCC, the NAB Executives War Conference in Chicago, Aug. 28-31, will be highlighted by a panel discussion on all postwar services.

Final plans for the technical symposium on the closing day, Aug. 31, will cover all broadcast services—AM, FM, television and facsimile. Chairman of the panel will be Comdr. T. A. M. Craven, former member of the FCC and former chairman of the Interdepartmental Radio Advisory Committee, which drafted the State Department's postwar allocations plan [BROADCASTING, Aug. 14]. Participating will be such figures as Maj. E. H. Armstrong, FM inventor; Niles Trammell president, or Frank Mullen, vice-president and general manager, NBC; William B. Lodge, acting director of engineering, CBS; Paul F. Godley, consulting radio engineer and pioneer in FM; John V. L. Hogan, director of WQXR and WQXQ (FM), New York, consulting engineer, radio inventor and facsimile expert; and George Carpenter, GE director of television sales.

The war conference will be minus all frills and furbelows and will be geared to radio problems affected with the war interest, as well as to postwar considerations. Key luncheon speakers will be Robert A. Lovett, Assistant Secretary of War for Air, on Tuesday, Aug. 29, who will discuss *The Air Forces Look to the Future;* James Lawrence Fly, FCC chairman, on Wednesday, whose topic presumably will be radio's future and its relationship with Government; and C. Scott Flatcher, director of field development, Committee for Economic Development, on Thursday, Aug. 30, who will deal with the postwar business outlook.

It is expected that the conference will be opened with a message of greeting from President Roosevelt, who traditionally greets the NAB at its annual foregatherings. Gov. Thomas E. Dewey, Republican Presidential nominee, also is expected to send a message.

For the pre-convention session, Aug. 28, sixteen NAB committee meetings, as well as a meeting of the board, have been scheduled. In addition, NBC, Blue and Mutual have scheduled Monday meetings with their affiliates, to be followed by cocktail parties. The Clear Channel Broadcasting Service also meets Monday. Keystone Broadcasting System has called a dinner meeting of its affiliates on Tuesday.

Advance registrations, according to C. E. Arney Jr., are in the neighborhood of 700. This compares to attendance of as many as 1250 at prewar conventions. NAB headquarters has sought to discourage attendance, urging members and associates to send only those who will actively participate in the proceedings.

Radio stations or allied interests eligible for membership, but who are not members, will not be admitted to the sessions, under the announced plans. Those affiliated groups, such as agencies, station representatives, attorneys and en-

(*Continued on page 57*)

What Kind of Listening Does Money Buy

CBS Listener Diary Technique Gives Picture of Audience Habits

By CHARLES HARRIMAN SMITH
Supervisor of Research, CBS Owned Stations

MEASURING the patterns of listening to money giveaway shows fits neatly into Mr. Smith's background. Coming to CBS in 1939 after several years with commercial research houses and an independent station, he worked almost exclusively on the problems of getting more and better information about listening habits. The Listener Diary technique has been Mr. Smith's principal concern for nearly four years. At the suggestion of several broadcasters who saw this part of the Diary Study, Mr. Smith presents it herewith for their information.

MR. SMITH

A FRIEND of mine in a nearby office—and many like him in this part of the city—has made a habit of saving scraps of bread and rolls which he puts on his window-sill each day at the same hour. And each day at the same hour, four pigeons call on him for a free lunch. They are always, he says, the same pigeons, and he rarely sees them except at lunch time, although there are days when they arrive a few minutes ahead of feeding.

Whenever the subject of money giveaway radio programs is raised—and it has been raised rather often in recent weeks—I find myself thinking of my friend and his pigeons. Who listens to these programs? What are their listening habits, as compared with those of other audiences? Can stations build audiences and loyalty through this type of program? The standard "program ratings" cannot answer such questions. C. E. Hooper has, himself, publicly expressed dissatisfaction with ratings which he finds for money giveaway programs. And for good reasons.

Giveaway Weakness

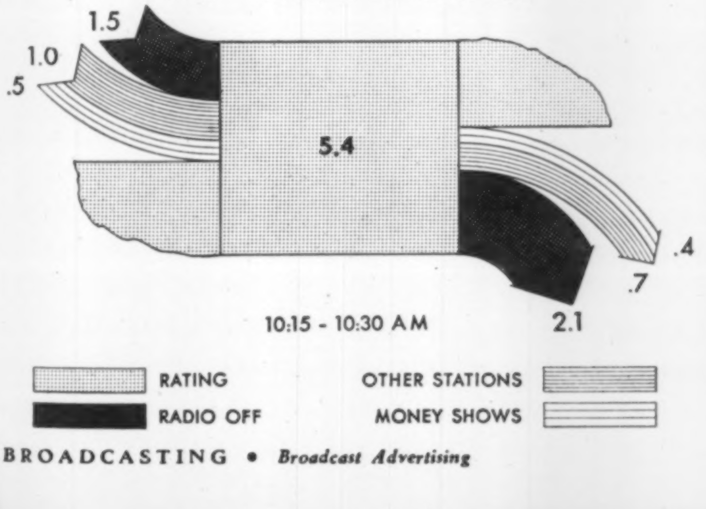
The coincidental telephone method of measuring audience size, which is the technique used by Hooper, is by its very nature almost certain to produce a distorted report on programs that offer money or prizes for listening. In the first place, people living in non-telephone homes never get prizes, since the awards are made through phone calls.

In the second place, most prize-winners are drawn from the local directory of the city where the program originates. Listeners living outside the five-cent toll limit, whether they have a phone or not, are automatically eliminated from the ranks of "lucky people". There are, of course, some listeners in non-telephone homes and in suburban-rural areas, just as there are always a certain number of kibitzers around a man playing a slot machine, but a technique that covers only telephone homes within the city limits is bound to produce inflated figures for this kind of program. Mr. Hooper believes additional error may be traced to the fact that most of these programs award prizes to people who, when called, only need to say they are tuned to the proper station. People can fib and, undoubtedly, some do.

Columbia, through an independent research organization, has conducted radio audience studies which yield more information and more valid informattion on this particular type of programming than is available anywhere else. Briefly, Columbia's Listener Diary technique consists in getting a carefully selected cross-section sample of families throughout a station's listening area to keep a record of their listening, quarter-hour by quarter-hour, 24 hours a day for seven consecutive days. Thus, it is possible to analyze station audiences and listening habits among all classes of people, in city and country, in telephone and in non-telephone homes.

CHART I

Source and Destination of *Bonanza Bill's* Audience
Station D
Mon.-Sat. Average
100% = Total Radio Families in Area



From these records, a number of interesting facts are revealed concerning the audience who listened to three money give away programs broadcast in an eastern city during a week in mid-November, 1943. These programs were (and we use fictitious names):

Smile of Fortune, Station C, Monday through Friday, 10:15 to 11:00 a.m.

Bonanza Bill, Station D, Monday through Saturday, 10:15 to 10:30 a.m. and Sunday, 1 to 1:30 p.m.

Dollars on the Hour, Station E, Monday through Friday, every hour on the hour 13 times a day from 8 a.m. through 8 p.m.

The CBS Listener Diary Study made in the area this week shows, as does Hooper, that each of these programs has a sizeable audience in terms of other daytime audiences on the same stations. *Bonanza Bill* gives Station D the largest audience for its quarter-hour on weekdays. *Smile of Fortune* plays to an increasingly larger audience in each of its three quarter-hours on the air, with the third, or "pay-off," quarter-hour leading all other stations in listeners. Station E ratings across the day trace a saw-tooth pattern, with "peaks" every hour on the hour.

Type of Audience

Since the Diary gathers data from the *same* families for seven consecutive days, it provides a record of repeat listening and audience turnover that can be used to determine whether an audience is habitual or casual in its listening through the week. Dividing the average daily audience of the three programs under discussion into their net weekly audiences, we find:

Weekly Turnover

Smile of Fortune, 1st quarter-hour, 2.3; 2d quarter-hour 2.3; 3d quarter-hour, 2.3.

Bonanza Bill, 1.7.

Dollars on the Hour, highest, 2.4; lowest, 1.9.

Turnover tells us how much greater than the average daily audience is the net audience reached in a week. A turnover ratio of 1.7 says that 70% more families than listened on the average day heard the program sometime during the week.

Weekly turnover of 2.5 or less indicates an habitual audience—one that tunes to a program consistently day after day. (Serial-drama figures range between 1.9 and 2.3). Very few programs on these stations have turnover figures as low as shown for the money giveaways. There is little doubt that any single quarter-hour of these shows is heard by substantially the same people every day.

But how do they listen from hour to hour? Where does the "money" audience come from, and where does it go? Again, Diary records supply the answers, which may be studied in the two accompanying charts. Let's look first as *Bonanza Bill's* [See Chart I.].

Chart I clearly shows the character of the *Bonanza Bill* audience. Only 2.4 was "inherited" from the preceding program on the station. Of the new audience, half was not listening to any station in the preceding quarter-hour; half came from competing stations. About one-tenth had been listening to *Dollars on the Hour* at 10 o'clock on station E. The right-hand side of the chart shows what happens after the money has been given away. About 40% turns off the radio; the remainder tunes to other stations, 7% going to *Smile of Fortune* at 10:30.

Chart II pictures the "average hour" of station E's 8 a.m. to 8 p.m. schedule. Note that the audience in the first quarter-hour is nearly twice the size of the audience in the third quarter-hour. The 2.2 rating is one-half inherited from the preceding quarter-hour, with .8 coming from "radio off" and the

(*Continued on page 58*)

CIO Launches Attack on NAB and Code

NAM Also Target As FCC Opens Hearings

FIRST SALVO in a nationwide battle inspired by the CIO Political Action Committee to "obliterate" the NAB and curb the National Assn. of Manufacturers, with radio as the intermediate target and the FCC as arbiter, was fired last week as hearings got underway before Commissioner Ray C. Wakefield in the petition of Columbus, O., Local 927, UAW-CIO, charging that WHKC is not operating in the public interest.

Although the petition specifically charged that WHKC "censored" portions of dramatic skits and speeches prepared for broadcast on the Local 927 sponsored program on that station, while permitting Fulton Lewis jr., Boake Carter and other Mutual commentators to discuss topics forbidden in the CIO scripts, an official of the union told the Commission that he felt badly when Richard T. Frankensteen, UAW-CIO vice-president, filed charges against WHKC.

'Bound' by Code

"I would rather have him go after the NAB Code and obliterate that thing—or try to—rather than have any trouble with the station," declared Richard E. Evans, educational director of the Local. He asserted that he "never had any idea" that Carl M. Everson, vice-president of United Broadcasting Co. and general manager of WHKC, and John Moses, program director, "had any ill-feeling toward the union." He expressed the opinion that they were "bound" by the NAB Code.

Hearings were adjourned late Friday until 10:30 a.m. Aug. 23. Maurice Sugar, general counsel of the UAW-CIO, attended last week's hearings but did not participate, except in an advisory capacity.

Ernest Goodman, associate counsel of the UAW-CIO, who is handling the case, opened the hearing Wednesday by demanding subpenas for three NAM officials. He charged NAM slants broadcasts against organized labor and that it "slants broadcasts in favor of the Republican candidate for President and against the Democratic candidate." The context of NAM programs are, he asserted, "almost identical with the Republican platform."

Philip G. Loucks of the Washington law firm Loucks & Scharfeld, appearing for WHKC, in his opening statement reserved the right to challenge the Commission's jurisdiction in the complaint, holding that under the Communications Act the FCC shall exercise no censorship over programs. Mr. Loucks said the law specifically makes station licensees responsible for material broadcast.

Representing the Commission are Rosel Hyde, assistant general counsel in charge of broadcasting; Leonard Marks, senior attorney, and A. Harry Becker, attorney-investigator with headquarters in Chicago. Witnesses last week included Mr. Everson, who outlined conferences with CIO officials regarding the program, which began June 6, 1943, and was cancelled the following Nov. 28, and gave other detailed information.

Testifying out of turn, that they might return to Columbus and their jobs, were Mr. Evans and Harold J. Cabus, acting financial secretary of Local 927, who succeeded Mr. Evans temporarily as educational director of the local from last September until a short time ago.

Code Problems

Under re-direct examination Friday afternoon Mr. Everson testified that Local 927 had never sent news releases to WHKC and that the union had never sought to place news items of its activities with the station. Neither has the CIO requested free time, he added. He said he had "felt for some time it was unfair to make local sponsors adhere to something the network sponsors don't have to do," when Mr. Loucks questioned him about difficulties over controversial matters. He referred to the station's adherence to the NAB code, whereas Mutual is not a member of NAB.

Mr. Everson told, however, that the AFL, American Civil Liberties Union and other widely-known organizations had endorsed the NAB code. He enumerated his station's future operating policy with reference to handling controversial issues and balance of programs.

Cross-examined by Mr. Goodman, Mr. Everson said his station was programmed by types as outlined in the FCC application forms. Requests for free time are ' so numerous", he asserted, that the station does not solicit organizations to broadcast. Mr. Goodman, by cross-examination, inferred that stations not only should give free time to labor unions but should solicit the unions to put programs on the air.

"You think labor should be represented on the air," said Mr. Everson. "So do I." He explained that in programming WHKC he had in mind people rather than specific organizations and said 186 various groups are heard from time to time on the station, thus the whole of WHKC's area, which he estimated at 1½-2 million population, was reached.

'Friendly' Relations

Mr. Evans, under cross examination, testified that changes in some of the scripts made by Mr. Moses didn't affect the general theme, while others he said did. With reference to the Frankensteen speech, which was the basis of the original complaint filed last August against WHKC, Mr. Evans said he rewrote it after the station had turned it down as "controversial". He admitted that when he was notified the oriiginal speech could not go on the air he remarked to Mr. Moses that he "didn't think" it would "get by." Pressed by Mr. Goodman, the witness said he based his conclusion on "previous experience" with the station.

Mr. Evans said the UAW-CIO asked three stations to submit rates and coverage when the union decided to go on the air. WHKC was selected, he added, but admitted under cross examination that WOSU was not approached. He declared that his relations with station officials were "very friendly and courteous" but not "harmonious," although he testified that he did not object strenuously to proposed script changes.

He said, also, he thought Mr. Moses was "sincere" when the program director suggested and made script changes on the grounds that the original continuities would not help labor-management relations at the Curtiss-Wright plant. He said he understood that "if we didn't agree to abide by the Code there wouldn't be any program".

Mr. Hyde questioned the witness as to the relationship between a Curtiss-Wright program on WHKC prior to the CIO program, but Mr. Evans said the Curtiss-Wright broadcast had no bearing on the union's decision to go on the air. He said he and "several others" suggested it. He testified that for

(*Continued on page 60*)

MBS MAPS V-DAY BROADCAST PLANS

MUTUAL has announced preliminary broadcast plans for "V-Day" when the Allied forces will have marched into Berlin. Seven or more musical, dramatic, narrative and religious programs have already been lined up with the overall aim to describe the effects of the Allied victory on both soldiers and civilians.

Features will originate from various points throughout the nation and will include Surrender Day at an Army camp, from Fort Sheridan, Ill. and Main Street, U. S. A., bringing pick-ups of mass demonstrations from seven American cities. There will be a special memorial service broadcast, conducted by a minister, a rabbi and a priest.

FRIENDSHIPS WERE RENEWED when Leonard Callahan, newly-appointed chief of West Coast office, Radio Branch, Bureau of Public Relations, War Dept., took lunch with Pacific Coast vice-presidents of the four major networks and OWI executives. Welcoming party are (l to r): Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Hollywood; Don E. Gilman, Blue Western division vice-president; Mr. Callahan; Sidney N. Strotz, NBC Western division vice-president; Donald W Thornburgh, CBS Pacific Coast v-p; T. C. Jackson, Hollywood deputy chief of OWI Domestic Radio Bureau.

WHK-WCLE Engineers Sign NABET Contract

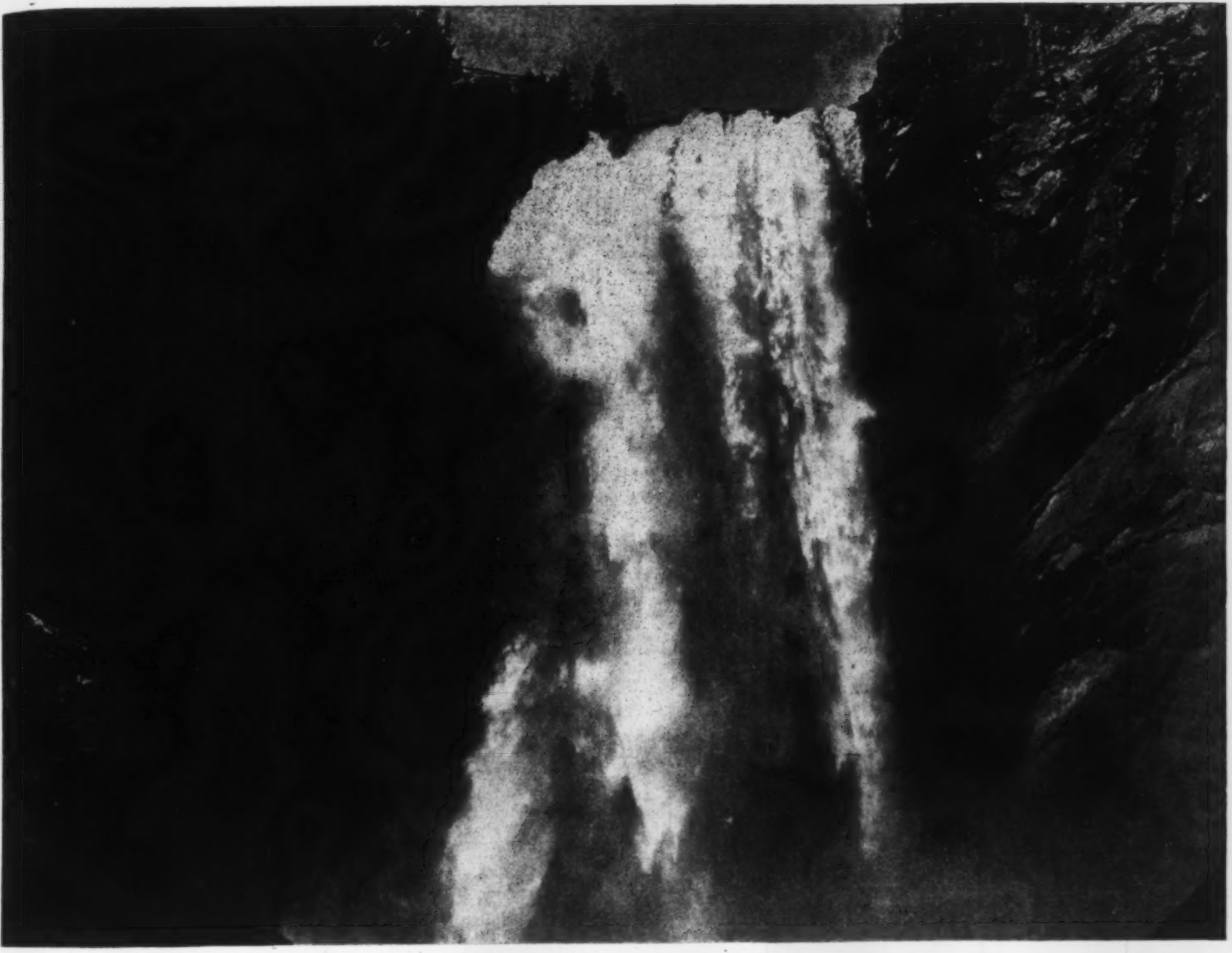
TECHNICIANS at WHK-WCLE Cleveland have served notice with the IBEW that they have severed relations with the union and have signed NLRB cards certifying NABET as their bargaining representative. Allan T. Powley, NABET president, has served notice on the station to negotiate a new contract beginning Sept. 1.

Inclusion of WHK-WCLE in NABET ranks adds approximately 25 technicians to the organization. It is believed that the action of the national IBEW headquarters in joining with James C. Petrillo, AFM president, last May in a plan to surrender platter turning jurisdiction to the musicians at all network-owned stations and to force NABET into IBEW precipitated the desertion of IBEW technicians from WHK-WCLE.

Can Institute Promotes Industry on Broadcasts

CAN MANUFACTURERS Institute, New York, is making its first use of radio in a long-range advertising and public relations program with participations on Martha Deane's program on WOR New York for 39 weeks effective Aug. 7, and on the *Pure Food Hour* on the same station, starting Oct. 2.

Commercials tie in with the institute's campaign to make American consumers more aware of the part the steel and tin can industry can play in the nation's life in war and peace. Test is designed to determine how effectively the story can be told on the air. Agency is Benton & Bowles, New York.



Like the rushing of mighty waters

Three years ago, when W-I-T-H was founded, there were four radio stations in Baltimore. All four had network affiliations.

In three short years, here's the radio daytime picture of W-I-T-H listening audience based on The Robinson Radio Reckoner's common denominator of *Coverage—Popularity—Cost:*

W-I-T-H leads Station A 25 to 3

W-I-T-H leads Station B 25 to 3

W-I-T-H leads Station C 25 to 3

W-I-T-H leads Station D **17 to 11**

W-I-T-H leads Station D 25 to 3 in trading area.

W-I-T-H leads all stations on Sundays—noon to six o'clock, except one period—5:30 to six.

Few stations in radio have come so far, so fast. If you want your dollar to work more efficiently in Baltimore . . . W-I-T-H is your buy.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Easing of Disc Announcement Rule Is Rejected by FCC Vote

Commission Adds Subsection Warning Against Creating Impression Program Is 'Live'

HOPES OF broadcasters for liberalization of the transcription announcement requirement to permit identification at one-hour intervals went aglimmering when the FCC last Thursday announced rejection of a proposed change in rules offered last May. Chairman Fly and Commissioner Jett dissented from the dismissal, with Commissioners Case, Wakefield, Walker and Durr voting to retain the existing rule. Then by unanimous vote the Commission added a new subsection to the existing rules specifying that "a licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent". The Commission declared this subsection merely emphasizes a principle which has always been implicit in the rules.

Favorable Statements

Liberalization of the announcement requirement apparently went almost by default. Seven parties submitted comments. While these statements generally favored relaxation of the requirement in some instances the proposed one hour "round up" identification was regarded as cumbersome and "unworkable". Presumably because no better plan was submitted, the Commission's majority, over the Fly and Jett dissents, voted to retain the present regulation.

Comments on the proposed rule were submitted by the NAB, which strongly favored the modification, Zenith Radio Corp., KLUF Galveston, through Lee Clough, manager, Longines-Wittnauer Watch Co., a major user of transcriptions; WTMJ Milwaukee through Walter J. Damm, director; Z-Bar Network, through E. B. Craney, general manager, and KOY Phoenix through Albert Johnson, manager. The FCC had set June 16 as the deadline for statements and commitments in opposition to the rule.

The FCC on May 16 released its proposed amended regulation and served notice that interested parties could file statements or briefs in opposition. It added that requests for oral arguments would be considered.

The rule was designed to eliminate the constant repetition of the recording announcement. For example, in the case of transcribed spots at station breaks or in participating programs, no announcement would have to be made except at the end of the one-hour period. Then the only announcement required would be a recapitulation such as:

"During the past hour you have heard recordings, except for two five-minute news broadcasts."

FCC Announcement

Following is the Aug. 17 announcement of the FCC on its action in connection with the transcription rule:

(RULES AND REGULATIONS)

The FCC on August 15, upon consideration of Order No. 120 (Docket No. 6600) proposing to amend Section 3.407 of its Rules and Regulations governing the announcement of mechanical records, adopted a resolution rejecting the proposed amendment (Chairman Fly and Commissioner Jett dissenting).

At the same time, the Commission unanimously voted to clarify the existing section by adding a new sub-section (f) thereto as follows:

> "Section 3,407(f): A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent."

The Commission declared this subsection merely emphasizes a principle which has always been implicit in Section 3.407.

Home Products' Change

FIVE subsidiaries of the Packaged Drug Division of American Home Products Corp. have been brought into a single operating unit named Whitehall Pharmacal Co. General advertising and the network shows sponsored by the company will continue. They are: *Easy Aces, Front Page Farrell, Our Gal Sunday, Just Plain Bill, Friday on Broadway, Romance of Helen Trent, Mr. Keen, Tracer of Lost Persons.*

A WAC From NAB

BONNIE June Hathaway, 21-year-old daughter of Mrs. M. O. Hathaway, NAB auditor, has enlisted in the WAC, making the Hathaway children 100% in the military services. One son is in the Army and the other in the Navy. Bonnie's choice of the WAC, NAB officials say, proves the Association has no hard feelings against the War Department.

Grove Labs Adds MBS Increasing Net Shows

GROVE LABS, St. Louis, drug manufacturer, has ordered the full MBS network Monday, Wednesday and Friday, 11:55-12 noon effective Oct. 2 for a program featuring the singing team of *Lanny & Ginger*. Products have not been announced. Business was placed by Russell M. Seeds Co., Chicago.

Grove will have a total of six separate network shows on the air, continuing Ray Dady, and Cedric Foster as two separate five-times weekly programs on Mutual in addition to Leland Stowe, on the Blue, and *Reveille Round-up* and *Okay for Release* on NBC. Donahue & Coe shares the account with Seeds on both spot and network radio.

Safeway Operas

SAFEWAY STORES, Oakland, Cal. (grocery chain), on Sept. 25 start 60-minute broadcasts of the San Francisco opera season on 36 Don Lee Pacific stations. Placement is through Foote, Cone & Belding, San Francisco.

KQV Sold to Pittsburgh Businessmen; WFEA Manchester Is Sold to Bitner

COMPLETION of arrangements for sale of KQV Pittsburgh by Hugh J. Brennen to four Pittsburgh businessmen for a net figure, after adjustment of cash assets and receivables, of approximately $575,000, was accomplished last week, subject to FCC approval. The action is the result of the FCC's duopoly order, since Mr. Brennen also owns WJAS Pittsburgh and WHJB Greensburg.

Another transaction completed last week and dependent upon FCC approval was sale of WFEA Manchester, N. H., by Mrs. Adeline Rines to Harry F. Bitner, principal owner of WFBM Indianapolis and publisher of the *Pittsburgh Sun-Telegraph*, for $150,00 net, after adjustment of cash in bank and accounts receivable. The station operates on 1370 kc with 5,000 w and is an NBC, Yankee and New England Network outlet.

Pittsburgh Sale

The KQV transaction involves transfer of the capital stock of KQV Broadcasting Co., in 25% blocks, to the four Pittsburgh individuals. They are William S. Walker, president, Walker & Downing, advertising agency; Irwin Wolf, vice-president of Kaufman's Department Store; Earl F. Reed, attorney; Charles T. Campbell, businessman and former head of a ship transportation company. Mr. Walker was formerly identified with the Walker & Downing Radio Corp., once the licensee of WWSW, now owned by the *Post-Gazette*. Kaufman's once owned WCAE Pittsburgh. KQV operates on 1410 kc with 1,000 w is a Blue outlet.

In another transaction which came to light last week Clifford M. Chafey, president and general manager of WEEU and WRAW Reading, disposed of his 42½% interest in the latter station to Col. J. Hale Steinman, recently appointed director of the WPB Printing & Publishing Division and head of Lancaster Newspapers Inc., and his brother John F. Steinman. The transaction is understood to have involved $62,500. Mr. Chafey's associates in WRAW, H. S. Kraumer, attorney; Raymond A. Gaul, station manager; and Howard O. Landis, chief engineer, retain interests.

WEEU has been sold, subject to FCC approval, to George J. Feinberg, textile manufacturer; Joseph M. Nassau, broadcaster; and Milton J. Hinlein, owner of KDRO Sedalia, Mo., for $210,000 [BROADCASTING, July 31]. The Chafey transaction on WRAW was reported to the FCC but does not require Commission approval.

SCHENLEY PLACING NEW WINE SERIES

CRESTA BLANCA Wine Co., Los Angeles (wines), subsidiary of Schenley Distillers Corp., on Sept. 5 starts for 52 weeks, sponsoring a weekly half-hour program, *This Is My Best*, on CBS stations, Tuesday, 9:30-10 p.m. (EWT). Series takes over time of the 13-week summer run of Schenley's Penicillin show, *The Doctor Fights*, which ends Aug. 29.

New series will be built around America's greatest stories by America's greatest writers. DuBonnet Corp. (wines) also a division of Schenley's on Sept. 6 starts a studio audience musical-comedy quiz tentatively titled *Stop That Villain*, on Mutual-Don Lee, Wednesday, 8:30-9 p.m. (EWT) with repeat Thursday, 8:30-9 p.m. (PWT). Joe Reichman's orchestra has been signed for latter program. BBDO, New York sevices the two accounts. Roma Wine Co., San Fancisco, another subsidiary of Schenley, through The Biow Co., Hollywood, sponsors the mystery drama, *Suspense*, on 78 CBS stations, Thursday 8-8:30 p.m. (EWT), with West Coast repeat, Monday 9-9:30 p.m. (PWT).

Lt. Ben Orr of KTRH Is Missing in Action

FIRST LT. BEN F. ORR Jr., former KTRH Houston announcer, and son of the manager of the KTRH Broadcasting Co., has been reported missing over France since Aug. 2, according to word received last week from the War Dept. by his parents.

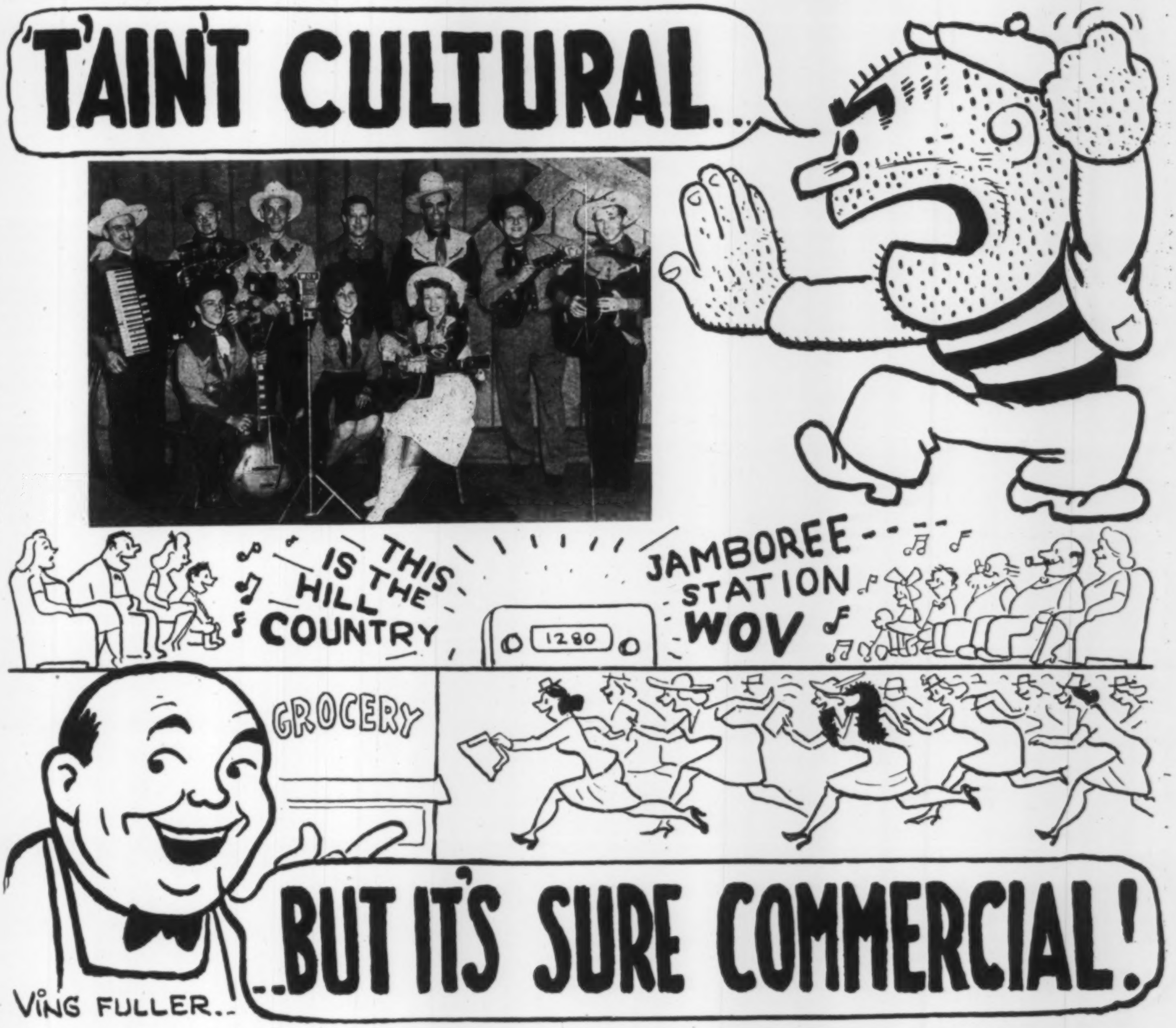
Both script writer and announcer, Lt. Orr left KTRH to join the Air Forces in November, 1943. He has completed more than 175 hours of combat duty since he arrived overseas March 9, and has been awarded the Air Medal with two oak leaf clusters. Lt. Orr's recent letter to his parents advising how to regard a "missing in action" telegram has been published, and with War Dept. permission was used on the *Fighting Words* program of the Texas Quality Network.

Wallpaper Sponsors

UNITED WALLPAPER Factories, Chicago, will sponsor a series of programs, 5 and 15 minutes and one-minute spot announcements, Sept. 4 for 52 weeks on the following stations: WEEI WFBR WGR WBBM WLW WTAM KLZ KOA KRNT WTIC WPRC WFBM WPDQ KMBC KFAB KNX WAGE WQAM WTMJ WOWO WWL KOMA KOIL KDKA KGW WEAN WRNL WHBF WHAM KPO WGY KIRO KFPY KMOX KTUL WMAL WNAX KOB. Effective Sept. 6, on KYW WFIL; Aug. 15, WOR; Aug. 30, KSL; Aug. 21, WJR. Contracts were placed by MacFarland, Aveyard, Chicago.

Coal Co. Newscasts

FREEMAN COAL Co., Chicago, will begin a series of five and ten-minute newscasts Sept. 15 from three to six times weekly on WOC KBUR WMT WMRO WGIL KFVS WROK WHO. Contract for 13 weeks, was placed by Goldman & Gross, Chicago.


'TAIN'T CULTURAL...
THIS IS THE HILL COUNTRY
1280
JAMBOREE STATION WOV
GROCERY
..BUT IT'S SURE COMMERCIAL!
VING FULLER..

IT sells goods • The "HILL COUNTRY JAMBOREE" on WOV nightly, Monday thru Saturday, was never intended to be high brow, but experience (of satisfied sponsors) proves that this program sells *hard* and *fast* . . . that this program is New York's best dollar for dollar buy • A few participating periods are yet available, three or six days per week • For pleasing results, buy a strip in the "HILL COUNTRY JAMBOREE" . . . buy it today!

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLVRA, NAT'L REP.

WOV
New York
THE KEY TO TWO MARKETS

Television Called Powerful Medium

But It's Got to Be Good to Realize Potentialities

TELEVISION is a "unique combination of sight, sound, motion and immediacy," J. A. Miller, advertising manager of the Standard Oil Co. of New Jersey, told last Thursday's concluding session of the Summer Television Seminar conducted by the Radio Executives Club of New York. Citing demonstration as the basis of salesmanship, he declared that "true demonstration is composed of these same elements and demonstration is what can make television sell".

In a presentation that included a spiel by an oldtime pitchman, a laboratory demonstration of the making of synthetic rubber and the modeling of a girdle by a shapely blonde, Mr. Miller showed films of his company's early experiments with television advertising.

"These commercials were rough experiments, to be sure," he said, "but when an independent investigator, Sam Gill, made a merchandising effectiveness survey, the results showed that the effectiveness of television in getting across a sales message was something between 10 and 11 times more than all the other media combined."

Franco's Views

Carlos Franco, manager of the station relations department of Young & Rubicam, declared that "in order to compete with sound radio, television must offer a quality of picture finer than a four-color job in *Life* or a Norman Rockwell poster, in action a better job than any average movie, in sound and intellectual content a better job than FM at its best.

"The interests of the advertiser and the interests of the public are identical in their demand for the first quality of television picture that the combined ingenuity of the whole industry, including advertising, can perfect," he stated. "This means first, plenty of wider channels in the upper megacycle roads of the air because they are the only channels that can carry fine-screen quality. It means the set makers have got to concentrate on a set that will receive fine quality, price it within the means of the average family and install it in a majority of the 35,000,000 homes in America."

WKY SERVES BIGGER AUDIENCE

Adds Punch-Packing Farm Program to Reach Thousands of New Southwest Listeners

WITH its new $250,000 transmitter building and 915-foot tower in operation, WKY Oklahoma City will start operation this autumn with 5,000 w power and an increased audience of thousands of farm families.

To serve the needs of these new listeners, WKY had Dr. F. L. Whan of the U. of Oklahoma conduct a survey to determine (1) what the people listen to, (2) what they like, (3) what they would like, need, but don't get, (4) the time they listen.

Out of this survey has come WKY's *Farm Reporter*, a practical, hard punching program which takes the listener to the dirt farms, the cattle ranches, the state and county fairs, and the agricultural centers of Oklahoma and tells him how to get the job done.

Among the many tributes to WKY's new farm program is one from Wallace L. Kadderly, chief of radio service, Dept. of Agriculture, who wrote the station: "If we were to prepare a plan for the operation of the *ideal* radio station farm service department, we couldn't improve on the layout you are setting up. You haven't overlooked a single important detail".

WKY secured the services of Ed Lemons as its *Farm Reporter*. The station feels he has the ideal background for the job—experience in radio and newspaper work and former executive secretary of Oklahoma's Future Farmers of America organization. He is intimately acquainted with hundreds of dirt farmers and their sons and daughters and has many friends among Oklahoma's agricultural officialdom.

NOTABLES from Federal and State government were honored speakers at banquet celebrating inauguration of new Farm Service Department of WKY Oklahoma City which was attended by nearly 700 Oklahoma officials, farm and livestock leaders, educators and county agents of the Southwest. Edgar T. Bell, WKY general manager, officially launched new service in introducing Ed Lemons, WKY farm reporter. Addresses were given by Secretary of Agriculture Claude W. Wickard, Governor Kerr of Oklahoma, Undersecretary of Agriculture Grover Hill, and Dr. H. G. Bennett, president of Oklahoma A & M College.

GOP to Use Radio In Opening Salvo

Dewey, Bricker to Start Drive With Series of Talks Sept. 7

REPUBLICAN RADIO campaign for the election of Thomas E. Dewey and John W. Bricker will get underway with three coast-to-coast network broadcasts on Sept. 7, 8 and 9, the Thursday, Friday and Saturday following Labor Day, which has generally been understood to mark the beginning of the formal campaign.

Gov. Dewey will make the opening broadcast from a rally in Convention Hall, Philadelphia, on Sept. 7, with his address to be broadcast on CBS, 10-10:30 p.m. EWT. The following night Gov. Dewey will speak from Louisville as the final feature of the two-day convention of the National Federation of Republican Women's Clubs. NBC will broadcast this speech, 9:30-10 p.m. EWT. On Sept. 9, Gov. Bricker's address before the Indiana Republican Editorial Assn. at French Lick Springs will be carried by NBC, 9-9:30 p.m.

On Thursday, Gov. Dewey's talk will take over the time of the Wrigley *First Line* program on 134 stations and on Friday the Brown & Williamson show, *People Are Funny*, will relinquish its time on 121 NBC stations. The Bricker address on Saturday will take the *National Barn Dance* period, usually sponsored by Miles Labs. for Alka Seltzer on NBC. Time was placed through Duane Jones Co., New York.

Henry R. Turnbull, radio director of the Republican National Committee, announced last week that Leland Chesley, former news editor of KWK St. Louis and veteran newspaperman, has been appointed radio director of the Washington GOP office. During the pre-Convention period Mr. Chesley was assigned to the puglicity staff. Eugene Carr, assistant to G. W. (Dick) Richards, President of WJR WGAR KMPC, is radio director for the West Coast.

At a cocktail party for Mr. Turnbull in the Statler hotel, Washington, Aug. 14, the radio director and his co-worker, Wells (Ted) Church, disclosed plans for close cooperation with newsmen and commentators. A series of news conferences at which Gov. Dewey and Gov. Bricker will participate, are to be set up.

WASHINGTON RADIO PERSONNEL formally met Henry R. Turnbull, radio director of the Republican National Committee, at a cocktail party last Monday at Washington's Statler hotel. Lower row (l to r): William Vaughan, acting superintendent of the House Radio Gallery; Leland Chesley, newly-appointed Washington radio director of the GOP Committee; Mr. Turnbull; Earl Godwin, Blue commentator and president of the Radio Correspondents Assn.; Wells (Ted) Church, who shares the Republican radio responsibilities with Mr. Turnbull; Madeline Ensign, program director, WOL, representing MBS; Earl Gammons, CBS Washington director. Top row (l to r): Robert Sterling, Washington manager, UP Radio News; Bill Costello, CBS commentator and treasurer of the Correspondents Assn.; Joe Torbett, Washington manager, Press Assn.; Don Pryor, Tris Coffin, WTOP-CBS newscasters; Ken Banghart, WRC-NBC announcer-newscaster; Leif Eid, NBC Washington commentator. Present but not in the picture were: Richard Harkness, NBC commentator and vice-president of the Correspondents Assn.; William R. McAndrew, NBC Washington news director; Robert Wood, CBS Washington news director; Theodore Granik, *American Forum of the Air*, MBS; D. Harold McGrath, superintendent, Senate Radio Gallery; Mildred Phillips, executive assistant, Republican National Committee publicity; Percy Graves, research.

Rockwood Placing

ROCKWOOD & Co., Brooklyn, will resume its regular fall and winter spot radio promotion around Sept. 15 with participations on women's interest programs on 26 stations on a 26-week basis. Commercials will promote Chocloat chocolate bits and their various uses in cooking, and will offer recipe booklets in some instances. Agency is Federal Adv., New York.

Congratulations on your 24th Birthday!

OMIT THE FLOWERS-

...but remember, **WWJ**, *America's Pioneer Broadcasting Station is beginning its* **25th YEAR** *as Detroit's* ***First*** *Station*

{EST. AUGUST 20, 1920}

WWJ

America's Pioneer Broadcasting Station — First in Detroit

Owned and Operated by The Detroit News

950 KILOCYCLES — 5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY

National Representatives

NBC Basic Network

Associate FM Station WENA

Room for Internationals Seen Before Allocation Is Finished

Few Departures Expected, However, From Plan Of IRAC Presented at State Dept. Session

WHILE few radical departures from the postwar allocations plan of the Interdepartment Radio Advisory Committee of Government experts are foreseen following its presentation Aug. 11-12 to a preparatory conference of Government and industry representatives, there were indications last week that provision would be made for some form of direct international shortwave broadcast service before final approval is given to U. S. recommendations for the next international telecommunications conference.

Following the organization meeting Aug. 11 of the preparatory conferences for the international radio and communications meetings, the important Allocations Committee met Aug. 12 in Washington under State Dept. auspices to consider in greater detail the IRAC proposals. While the plan proposed increased spectrum space for both FM and television, several industry spokesmen deprecated the proposed video allocations in the lower portion of the spectrum, on the ground that it would retard introduction of the medium after the war. There was no recorded complaint, however, in regard to the proposals for FM.

International Plan

The television proposal would provide nine channels of 6 mc each in the lower portion of the band between 54 and 108 mc, with provision made for 31 channels of 16 mc width between 450 and 1000 mc. This looked toward high-fidelity and color television after the war in the upper end of the band.

Failure of the IRAC plan to provide for international shortwave broadcasting on a direct basis evoked considerable discussion. Aside from the bitterly critical statements of Walter S. Lemmon, president, and E. K. Cohan, chief engineer, of World Wide Broadcasting Foundation [BROADCASTING, Aug. 14], others in Government and industry commented on that arbitrary finding. The IRAC committee, however, took the position that the question of national and international policy regarding direct international shortwave broadcasting should be established prior to any provision of facilities. Spectrum space assigned for relay broadcasting could be diverted for the shortwave service when policy is established, it was pointed out.

Also evident following the preliminary sessions was a strained attitude between the FCC and the State Dept. Planning Committee over the IRAC report. While there was no open comment, the FCC refrained from direct participation in the initial committee deliberations, although FCC personnel did participate in subcommittee activities Aug. 12.

It was reported that FCC Chairman James Lawrence Fly, who is also chairman of the Board of War Communications, felt that the allocations structure should have been drafted by the FCC, rather than IRAC. In the final analysis, the FCC will handle the allocations to domestic services, though the broad world plan must be established by international conference, with American participation under State Dept. auspices.

Microwave Progress

The effort of the State Dept. is to have the preparatory conferences completed by Dec. 1 so that final plans may be formulated promptly. An international telecommunications conference will be scheduled as soon as war conditions permit. The last conference was held eight years ago and its provisions are outmoded because of the advances made in the microwaves since the war.

Before such an international conference, an inter-American session will be held at Rio de Janeiro early next year. Upon completion of the preparatory committee studies, the State Dept. special committee on communications, headed by Assistant Secretary Adolf A. Berle Jr., will submit its recommendations to the Postwar Planning Committee of which Secretary Cordell Hull is chairman. Dr. J. H. Dellinger, radio chief of the Bureau of Standards, is chairman of the technical subcommittee. The preparatory work is being carried on under the direction of Francis Colt deWolf, chief, and Harvey B. Otterman, assistant chief, respectively, of the State Dept. Telecommunications Division.

Following the Aug. 11 opening session, attended by nearly 300 Government and industry representatives, the preparatory group was divided into three committees. Committee 1, designated to deal with revision of the Madrid conference and certain articles of the radio regulations, is headed by Mr. Otterman. Another meeting will be held in mid-September, it is understood.

Committee 2, the most important, handles allocations and is headed by Dr. Dellinger. It met on the afternoon of Aug. 11 and 12, and it was at this session that questions arose regarding the television allocations and the absence of provisions for international broadcast facilities. Dr. Dellinger indicated the committee would meet shortly after Labor Day to ressume its deliberations.

Committee 3, headed by Capt. E. M. Webster, communications chief of the Coast Guard and assistant chief engineer of the FCC on leave, deals with the operational phases of the international radio regulations, largely devoted to safety of life services. He has called another meeting of that group for Aug. 23.

At the Allocations Committee meeting Aug. 12, former Commissioner T. A. M. Craven, who left the FCC July 1 to become vice-president of the Iowa Broadcasting Co., provided some of the background on the IRAC plan. He had headed the IRAC Committee on Allocations and was instrumental in drafting of the original plan. In describing, percentage-wise, the breakdowns for each class of service in the high-frequency spectrum, Comdr. Craven stressed that maxi-

(*Continued on page 44*)

FM Jurisdictional Dispute in RTPB

Jansky Charges Overlapping Authority of Panels 1, 5

A JURISDICTIONAL dispute within the Radio Technical Planning Board, created a year ago to formulate plans for the technical future of radio, alleging usurpation of the functions of the FM Panel (Panel 5) by the Spectrum Utilization Panel (Panel 1) was opened last week by C. M. Jansky Jr., consulting engineer of Washington, chairman of Panel 5.

In a letter last Wednesday to W. R. G. Baker, vice-president of General Electric Co. and general chairman of RTPB, Dr. Jansky, senior member of the firm of Jansky & Bailey, pointed out that his panel had completed its first report dealing with standards for FM broadcasting and that his panel had agreed to retain the 200 kc band width.

He said it was "with considerable surprise" that he found that Panel 1 had devoted much attention to the FM allocation matter, which Dr. Jansky described as an issue "which is one clearly and strictly within the jurisdiction of Panel 5".

Such study as he had made of the minutes of Panel 1, Dr. Jansky said, show that the width of channel issue is not only undergoing extensive discussion but that the panel "contemplates arriving at its own decision on the matter. Whether or not this decision is in accordance with that reached by Panel 5 is immaterial. The basic question which I am raising is one of jurisdiction with respect to the right to formulate a decision to be reported to RTPB".

He requested that Dr. Baker consider the question at the earliest possible date and a decision rendered on the question of jurisdiction.

FCC Orders Allocations Hearings

(*Continued from page 9*)

secure "a clear understanding of the conflicting problems which confront the industry and the regulatory body in the application of frequencies to the services of the public". It will consider the recommendations both of RTPB and IRAC and make recommendations to the latter with respect "to possible conflicts between the requirements of the non-governmental radio services and the proposed Interdepartmental Radio Advisory Committee allocations to Government radio services".

Observer From Congress

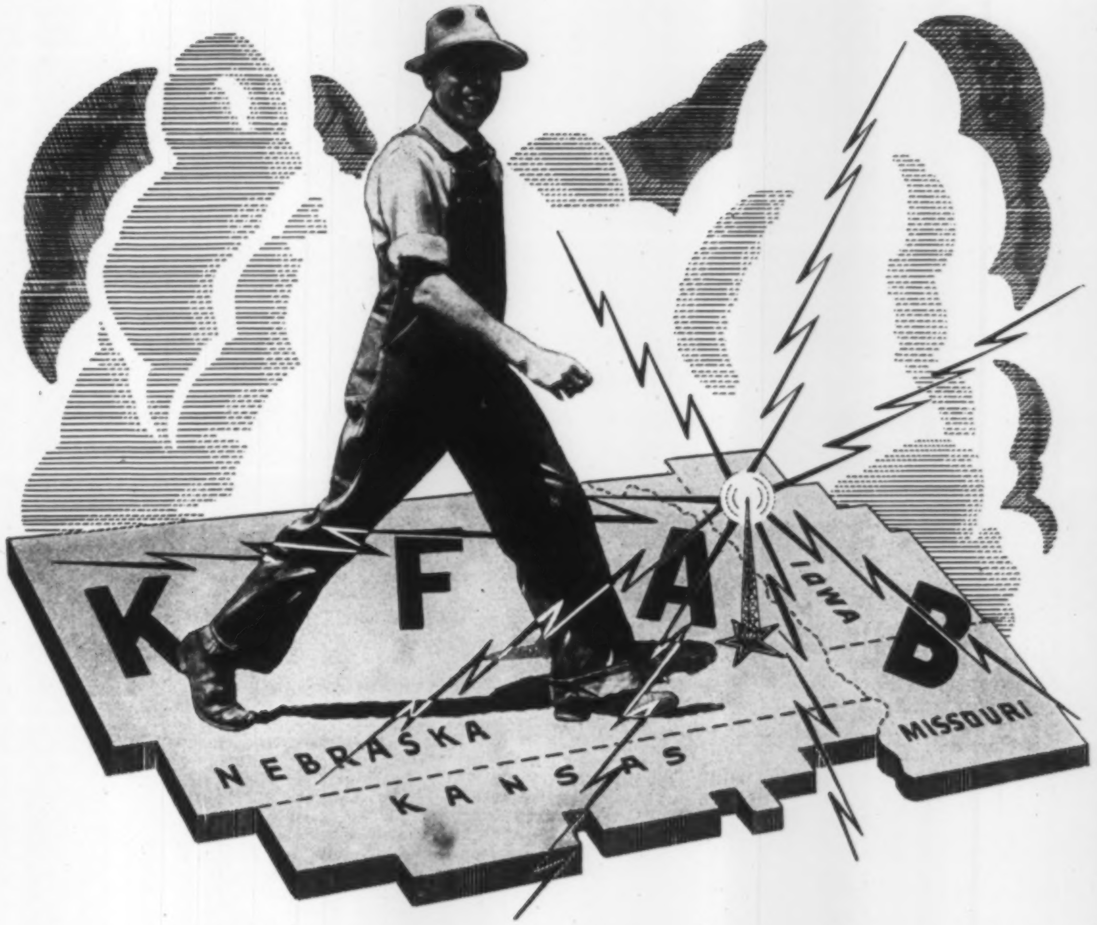
Finally, the order said the FCC would determine whether to make recommendations to Congress for "enactment of additional legislation on the matters covered by this order". In this respect it was anticipated that the Commission would invite both the Senate and House Interstate Commerce committees, in which radio legislation originates, to have observers attend the hearings.

The proceedings will be formal, with the FCC sitting en banc. It is presumed FCC General Counsel Charles R. Denny will direct the Commission's examination of witnesses, assisted in the broadcast fields by Rosel Hyde, and in the common carrier fields by Benedict P. Cottone, assistant general counsel. Chief Engineer George P. Adair also will participate in the proceedings, and probably will testify as the Commission's chief technical witness.

As soon as notices of appearances are received from persons and organizations desiring to testify, the FCC said it will issue a further notice indicating the order in which the requirements of the various services will be considered. An effort will be made, it said, to arrange the order of appearances to permit all related services to be heard as nearly as possible at the same period of the hearings.

Dependence of the service on radio rather than wire lines was the first of the seven criteria specified. Then came the number of people to benefit; relative social and economic importance of the service; probability of practical establishment and degree of public support; degree to which the service should be made available to the public; areas in which service should be provided.

There also are eight technical specifications to be met, such as: frequency bands required and exact space in spectrum sought, along with the width of bands; suitability and necessity for particular portions of the spectrum for the service; field intensity required; number of stations required; distances over which communication must be maintained.



"Over 1½ Billion Dollars Coverage in 200 Counties"*

"That's the annual effective buying income of folks out here in this vast KFAB area. It's solid income, too...it's based on cattle, sheep, hogs, poultry, grains, as well as many large industrial plants.

"Folks out here, with all this tremendous buying power, are only a step away from the BIG FARMER STATION. If there's a product you would like to tell us about, you can reach us through our friendly neighbor, KFAB."

★ Sales Management, 1944 and CBS Listening Areas Series 6, 1943

"*The* **BIG** *Farmer of the Central States*"

KFAB

LINCOLN, OMAHA

780 KC-10,000 WATTS

BASIC COLUMBIA

HUGH FELTIS, General Manager

Represented by EDWARD PETRY COMPANY

New Radio Sets for Christmas Unlikely Despite WPB Rule Easing Priorities

DESPITE sweeping reconversion plans for most industries announced last week by the War Production Board, it is extremely unlikely that radio set manufacturers will be permitted to produce "new sets for Christmas", according to John Creutz, chief of the WPB's Radio & Radar Division. In line with general reconversion plans, Ray C. Ellis, Director of the Radio & Radar Division, last week indicated that the next two or three months in fact will be more critical than any period previously faced by the electronics industry, and that the WPB must effect the maximum cooperation on all problems.

Scheduled production and required deliveries are greater than ever before, the WPB revealed, even when cancellation of contracts, reconversion and labor problems are taken into consideration. Mr. Ellis pointed out that July 1944 showed an increase of approximately 16.4% over July 1943 in the production of electronic products.

Priorities Ruling

Government representatives advised the Industrial Instrument Advisory Committee meeting last week that they realized the reconversion problems of the industrial instrument manufacturers included problems inherent in other industries served by them. It was announced that the committee would probably meet again within the next month to discuss future contract terminations with Government officials.

With the issuance of Priorities Regulation 25, it appears that the only item falling under the jurisdiction of the Radio & Radar Division is domestic watthour meters. Priorities Regulation 25, issued Aug. 15, is designed to provide "a way by which manufacturers may be authorized to make articles which are otherwise restricted or prohibited by orders of the War Production Board, but only when they have labor and facilities available which are no longer needed for essential purposes."

Some of the products covered under Regulation 25 and subject to the "spot'" authorization procedure, whereby WPB field offices will be in a position to authorize production of civilian goods now, provided the materials, manpower and facilities are available, are refrigerators, vacuum cleaners, automatic phonographs, electrical appliances, electric irons, fountain pens, typewriters, and alarm clocks.

The so-called "spot" authorization procedure is aimed at preventing unemployment and idleness of facilities which might result from termination or reduction of war contracts, it was pointed out. It is also designed to assist the movement and use of idle and excess material inventories, which has been done to some extent as far as broadcasting equipment has been concerned [BROADCASTING, Aug. 14].

A manufacturer who wants to produce any of the 79 items on the list must show: 1, that he has manpower available for this production without interfering with any other production in the plant; or 2, that he has access to manpower that is not required for essential production elsewhere.

As Mr. Creutz indicated last month, however, before the actual reconversion order was issued [BROADCASTING, July 24], the new regulation will have little effect on making available civilian radio equipment inasmuch as radio and radar goods are still vitally needed by the armed forces.

Survey Shows Listening Interest Low in Summer

SURVEYS on the extent to which listeners grasp the meaning of what they hear on the air, and on listening to summer replacement programs highlight the Aug. 15 issue of the *Radio Audience*, monthly news letter published by the Pulse Inc., New York.

Pulse states that the listeners' recall to a political forum was poorer than the usual recall of audiences concerning sponsor identification and commercials. A survey of audience response to summer replacements for ten major programs off the air in July shows that the usual seasonal decrease is sharply accentuated by the interest decrease in the substitute, according to the news letter.

New 'Time' Series

A SERIES of 52 quarter-hour recorded programs *The World & America*, prepared by the radio programs department of Time Inc., and distributed exclusively through Harry S. Goodman Radio Productions, New York, will be available for local sponsorship Sept. 1. Heard initially over WQXR New York under sponsorship of Eagle Pencil Co., New York, the series presents U. S. history in conversational form. Merchandising will include distribution to schools of history tests based on the program material.

WGGA Gainesville, Ga., has become a fulltime MBS affiliate. Owned by the Blue Ridge Broadcasting Co., WGGA operates with 250 w on 1240 kc.

New Guinea Station

THE NEW Guinea station WVTC of the Armed Forces Radio Service has recently been set up as one of the series of informative and morale-building stations of the South Pacific area. Director of WVTC is Lt. Graf A. Boepple, former advertising man from St. Louis. Newswriter is Pvt. John Steuben, who was a news correspondent in the Far East and previously an announcer with WEMP Milwaukee and WINN Louisville.

WESTINGHOUSE CO. TO MAKE RECEIVERS

WESTINGHOUSE Electric & Manufacturing Co. has just formed a Radio Receiver Division for the manufacture of home radio receivers. Harold W. Schaefer, a veteran of 18 years radio and engineering experience, heads the new division.

Although Westinghouse has not manufactured such receivers since 1928, the company believes the postwar period offers an opportunity to use the 24 years of experience of the pioneering firm.

"Because of wartime manufacturing restrictions," Walter Evans, vice-president, said, "a large portion of the approximately 50,000,000 sets in use at the start of the war are either wearing out or becoming obsolete, and postwar demand will offer a market far above the industry's prewar volume."

KSTP Petitions NAB

AN APPLICATION for reinstatement in NAB was filed last week by Stanley E. Hubbard, executive head of KSTP St. Paul-Minneapolis. The station resigned from the trade association in May 1941, following the celebrated St. Louis convention. The application must be acted upon by the NAB Board, which will meet prior to the opening of the Executives War Conference Aug. 28-31 in Chicago. KSTP at present is embroiled in a union controversy with AFM and its president, James C. Petrillo, which has been carried through the courts and to the War Labor Board and appears earmarked for White House intercession.

JOHN E. PEARSON Co., Chicago, station representative, has moved to larger quarters, effective Aug. 21, from the 7th floor to the 6th floor, suite number 618 in the 360 N. Michigan Bldg., Chicago.

WESTERN GLAMOUR came to light at KLZ Denver during the station's program, *Highlights of the Rockies*, celebrating Cheyenne Frontier Days. Left to right are: Katherine Smith, Barbara Burton, Lois Hoffman, whose father pioneered Cheyenne's Frontier Days, and Orlene Merritt, Lady-in-Waiting to Miss Frontier. In the background is Hugh B. Terry, KLZ manager, with Pete Smythe, production manager, on the right, getting a few phone numbers. Sponsor of the half-hour show, *Highlights of the Rockies*, was the Public Service Company of Colorado.

WMAM Is Granted Increase in Power

Vote of 3-1 Decides Boost To 100-250 w on 570 kc.

BY AN UNUSUAL vote of 3 to 1, with Commissioner Jett dissenting and Commissioners Case and Wakefield not participating, the FCC last Wednesday announced it had granted the application of WMAM Marinette, Wis., to operate fulltime on 570 kc with 250 w day and 100 w local sunset. The action was unusual in that WMAM is a local (Class IV) station assigned to a regional (Class III) channel. The station heretofore has operated with 100 w daytime on the frequency.

The action came following public hearing and oral argument before the Commission en banc, with WNAX Yankton, protesting the grant on interference grounds. The majority, comprising Commissioners Fly, Walker and Durr, however, held that the action will provide a primary nighttime service to the area in and around Marinette and Menominee, Mich., which presently receives "no such service" from existing stations.

There is one vacancy on the Commission and the vote of 3 to 1 was unusual in that last week a majority of the Commission's normal complement (four members) sanctioned the grant.

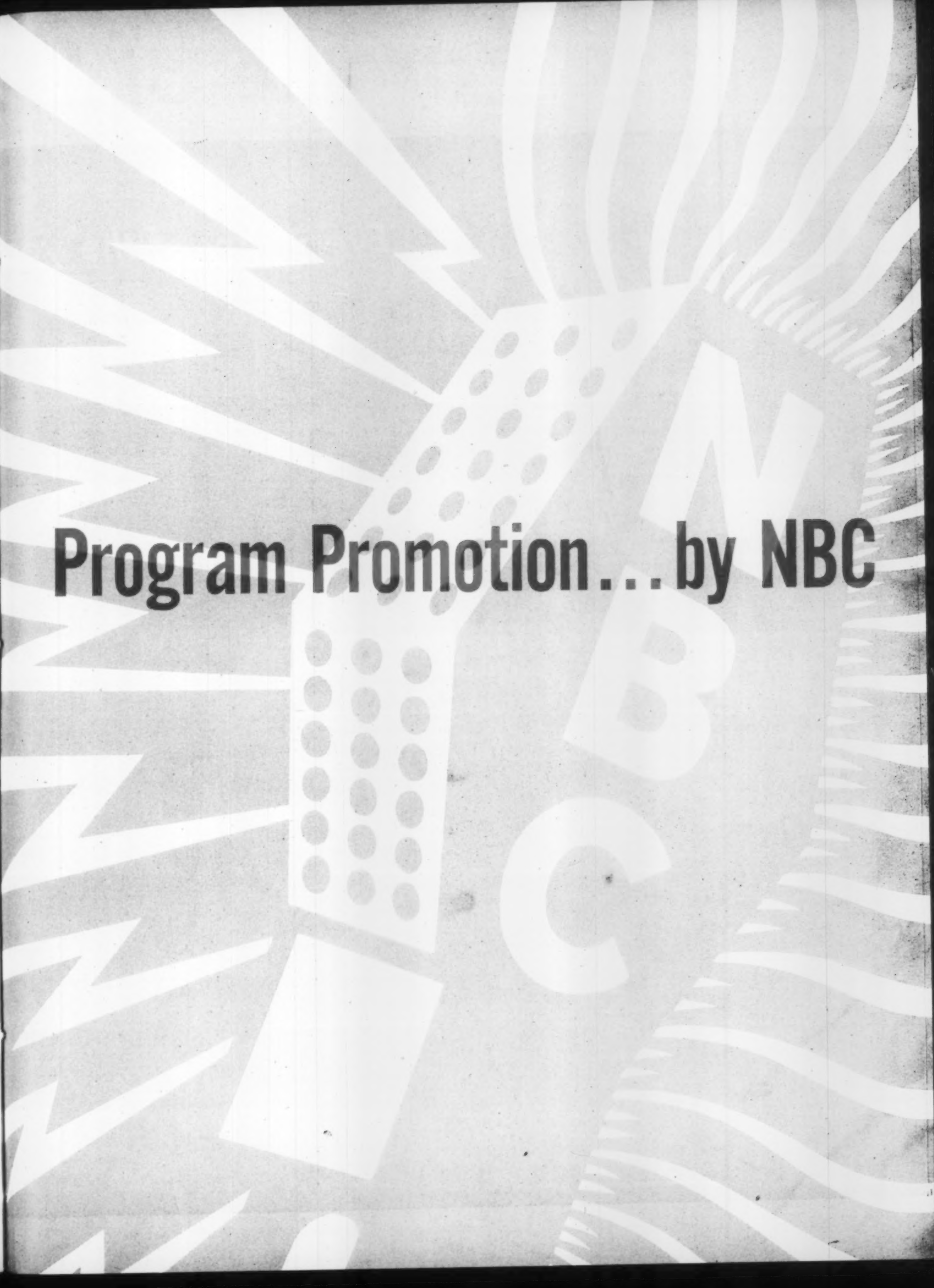
Night Service

The Commission stated in its conclusions that operation of WMAM as proposed would provide a nighttime primary service to 25,042 people not now receiving such service. Although WMAM would be limited to its 15.8 mv/m contour, it would provide adequate service to the two cities, it said. The proposed operation would cause an individual limitation to the 1.35 mv/m contour of WNAX involving a loss to that station of 106,283 persons in an area of 1720 square miles. Although no single station renders primary nighttime service to this entire area, portions receive primary service from six existing stations other than WNAX, the Commission contended.

The majority held that no local channel assignment is available for WMAM without reducing its daytime service area and that since the station is presently assigned on 570 kc, granting of the application would not create a situation which of itself would prevent establishment of any Class III station on that channel or an adjacent channel.

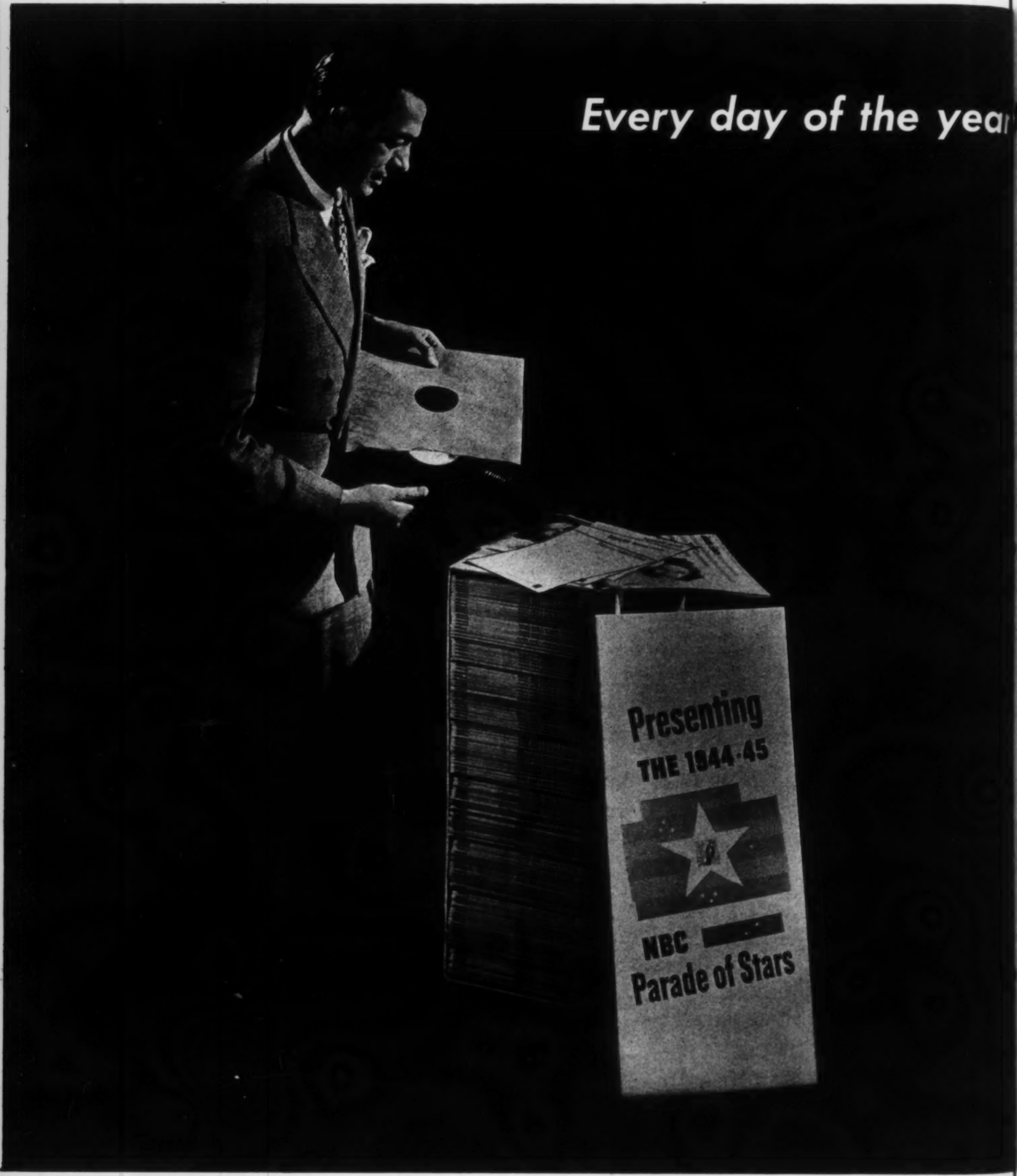
Retailing Tips

DESCRIPTION and sample script of *Kitty Kay*, broadcast as a shoppers' guide for a quarter-hour each morning and again each afternoon by J. A. Kirvin Co., Columbus, Ga., and the text of a talk, "Department Store Selling via Television", delivered by Sam Cuff, general manager of the DuMont television station, WABD, before the National Assn. of Display Industries [BROADCASTING, July 3], are included in the September issue of *Promotion Exchange*, monthly publication of the National Retail Dry Goods Assn.



Program Promotion...by NBC

The NBC Parade of St



Every day of the year th

Presenting
THE 1944-45
NBC
Parade of Stars

tars . . . 365 days long

he NBC Parade of Stars is building larger, more faithful audiences for the greatest programs in radio

THIS WEEK 143 Parade of Stars Bandboxes are arriving at NBC stations from coast to coast. The Bandboxes contain, and stations will use, 90 program promotion folders (one for every sponsored NBC program) . . . 65,100 recorded star spots . . . 44,785 live announcements . . . 14,815 newspaper ad and photo mats . . . thousands of car cards, display posters, publicity releases and photos. Once again radio's **GREATEST** programs* launch the fall season backed by radio's most effective program promotion campaign . . . the NBC Parade of Stars.

For the first time, the "Parade" becomes a continuing operation . . . designed to add a 365-day-a-year impetus to the already well-established habit of tuning to NBC.

This year and next, and the year after that, too, more people will listen to ***"The Network Most People Listen to Most."***

**Made even greater this fall by the addition of Duffy's Tavern, the new Rudy Vallee show, Dinah Shore and The Music America Loves Best.*

National Broadcasting Company

America's No. 1 Network

A Service of Radio
Corporation of America

The NBC stations which will again make the Parade of Stars radio's most effective program promotion:

WALA
WAML
WAPO
WAVE
WAZL
WBAL
WBAP
WBEN
WBLK
WBOW
WBRC
WBRE
WBZ
WBZA
WCOA
WCRS
WCSH
WDAF
WDAY
WDEL
WEAF
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WEBC
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WENY
WEST
WFAA
WFBC
WFBG
WFEA
WFLA
WFOR
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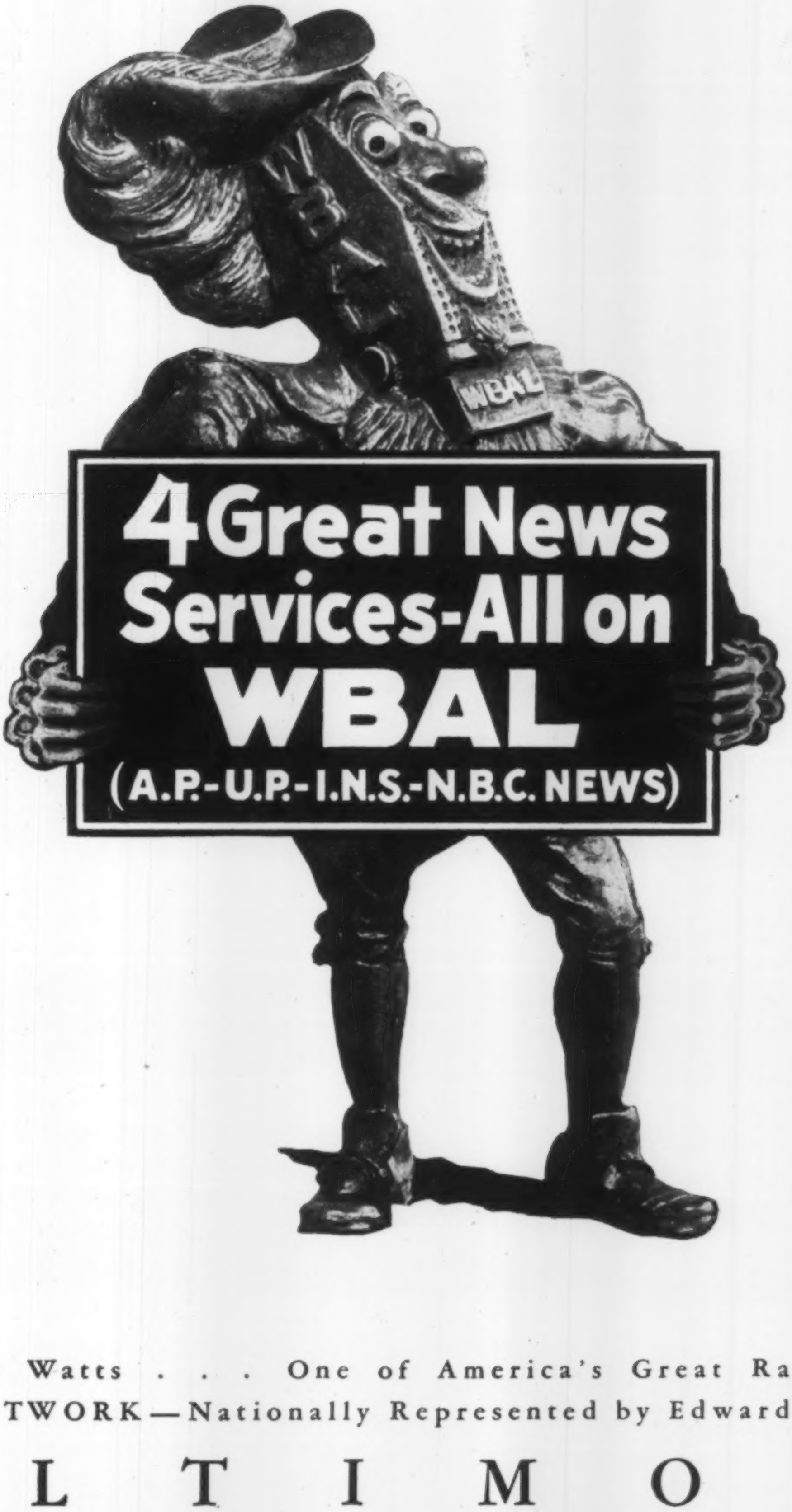
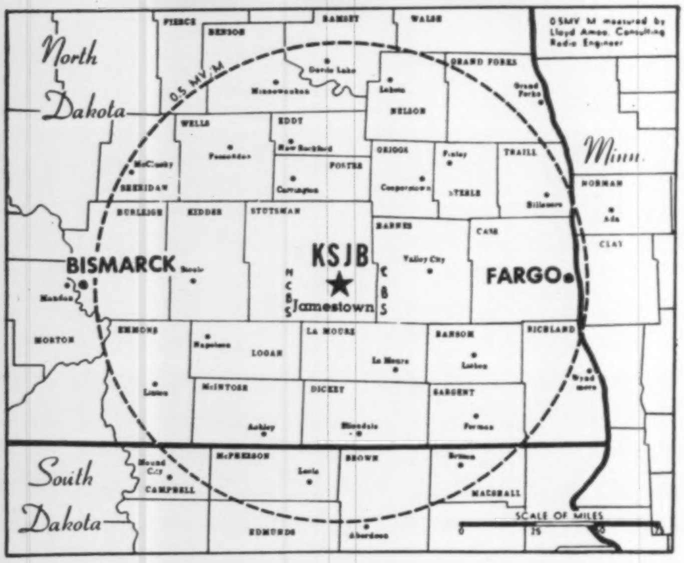

4 Great News Services-All on
WBAL
(A.P.-U.P.-I.N.S.-N.B.C. NEWS)
WBAL
WBAL

WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

BALTIMORE

CBS

MBS **600** KC NCBS



"600"—the magic number that will help you build more sales in North Dakota

KSJB (Jamestown) is now on 600 kilocycles. From Fargo to Bismarck, a rural population of 250,000 plus almost 100,000 town dwellers (80,000 families) do their shopping in 4,477 stores for a total of more than $91,000,000! 90% of these homes are radio homes and 46% of them are located in the KSJB primary area! Music and variety shows in the mornings and afternoons endear KSJB to the farm wives of this territory; development of local talent and use of every available farm service and information make these listeners loyal to KSJB—and loyal to the sponsors of its programs. And . . . effective, comprehensive merchandising cooperation assures dealer support.

KSJB is affiliated with the CBS, and is part of the North Central Broadcasting System

KSJB
JAMESTOWN NORTH DAKOTA

Pepper Introducs Resolution to Air Important Sessions of Senate, House

A NEW PLAN to have both House and Senate wired for radio to permit the broadcast of proceedings by networks and, via transcription by independent stations, was proposed last Tuesday in joint resolution introduced by Sen. Pepper (D.-Fla.), New Deal stalwart and a champion of labor.

Sen. Pepper's proposal would authorize the broadcast of proceedings on the floor of either House, but no station or network would be "required'" to do so. Either House would be authorized to withhold broadcasting privileges.

No Connection With Labor

The resolution would authorize the architect of the Capitol to make arrangements for such broadcasts and to install recording or transcription equipment necessary to make a continuous recording of the proceedings. Copies of recordings would be made available at cost to stations and networks desiring to broadcast them. The resolution requires action by both the Senate and the House Rules committees before consideration in the respective House.

On Sen. Pepper's behalf, it was stated his resolution had no connection with petitions submitted to Congress by both AFL and CIO labor unions seeking nationwide broadcast of Congressional proceedings. Some 25 labor unions had adopted such resolutions and submitted copy to the Senate Rules Committee, the purport of which was to have Congress enact the necessary measures required for the broadcast of "important debates". Sen. Pepper's proposal would leave up to the networks and stations the desirability of such broadcasts.

In introducing his resolution, Sen. Pepper told the Senate his plan does not contemplate the setting up of any Government-owned facilities. He said he had been impressed by the number of people who had told him of their interest in the broadcast of the political conventions and that millions remained close to their radios to hear the proceedings. He said the resolution was not in perfect form but that he desired to have it considered.

Following is the text of the resolution.

WHEREAS during the coming months and years most of the major social, economic, and political issues of the United States and of the world will be debated by the Congress of the United States; and

WHEREAS the interests of every citizen are vitally affected by these proceedings and their outcome; and

WHEREAS there has been mounting public interest throughout the country in the proceedings of the Senate and the House of Representatives; and

WHEREAS the proceedings of the Senate and the House of Representatives are of necessity presented only in brief extracts or summaries by newspapers and news broadcasters, with the result that issues and the stands taken by Senators and Representatives are frequently misunderstood;' and

WHEEREAS radio broadcasting makes it possible to bring the proceedings of the Senate and the House of Representatives directly to the people of the United States; Therefore be it

RESOLVED by the Senate and House of Representatives of the United States of America in Congress assembled: That radio broadcasting stations and radio broadcasting networks are hereby authorized to broadcast any proceedings on the floor of the Senate or of the House of Representatives, *provided, however*, that no station and no network shall be required to broadcast any proceeding, nor shall any proceedings of either House be broadcast when such House otherwise orders;

That the Architect of the Capitol is authorized and directed to make such arrangements as may be necessary to make available the proceedings of the Senate and the House of Representatives for broadcasting by stations and networks; and

That the Architect of the Capitol is further authorized and directed to install such recording or transcribing equipment as may be necessary to make a complete and continuous mechanical recording of the proceedings; and

That the Architect of the Capitol is further authorized and directed to make available at cost copies of such mechanical recordings to broadcasting stations and networks desiring to broadcast them.

Mutual Acquires Two New Mexico Affiliates

MUTUAL on Aug. 15 acquired two affiliates in New Mexico, the network's only stations in that State, and effective Sept. 1 adds four members of the North Central Broadcasting System, making a total MBS network of 239 stations. Included in the North Central group joining MBS are the following 250 watt stations—KOVC Valley City, N. D., operated with 1490 kc by KOVC Inc.; WHDF Calumet, 1400 kc (Upper Michigan Broadcasting Co.); WDBC Escanaba, 1490 kc (Delta Broadcasting Co.) and WDMJ Marquette, 1340 kc (Lake Superior Broadcasting Co.) The latter three, all in Michigan, are switching from the Blue to full-time MBS stations.

In New Mexico, MBS has added KICA Clovis, operated by H. D. Landis with 250 watts on 1240 kc, and KTNM Tucumcari, operated by Krasin-Krutzner Broadcasting Co. with 250 watts on 1400 kt.

WTCN Football

WTCN Minneapolis-St. Paul has sold its pre-game and post-game football broadcasts, representing a full hour-and-a-quarter under sponsorship of Superior Products, of the Twin Cities. Rollie Johnson, WTCN sportscaster, Al Gowans, football coach and band music will highlight the show.

A GOOD TIP FROM A NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P. O. BOX 1324 MEXICO D. F.

Toward resumption of normalcy

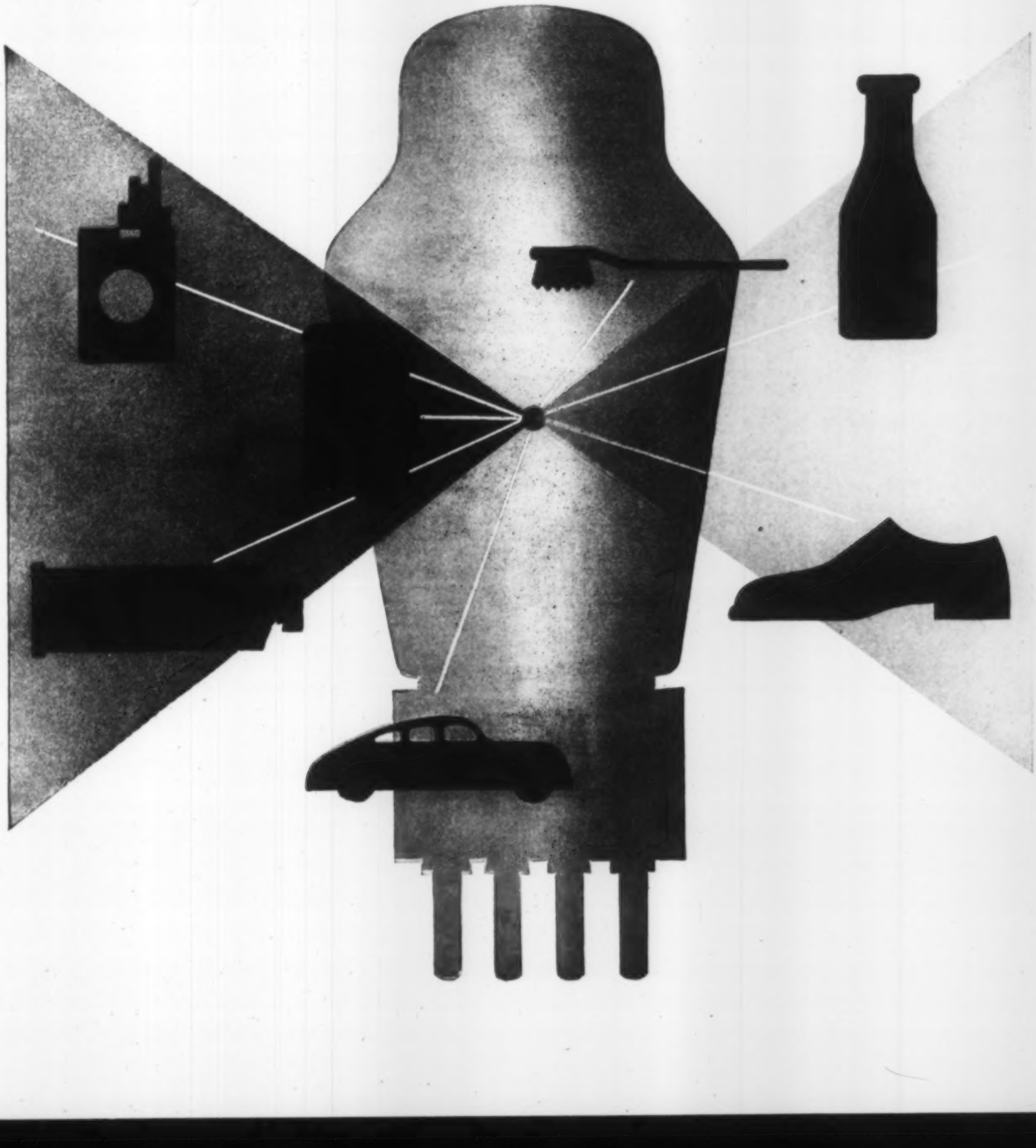
There can be little doubt that a sizeable swing to civilian production will follow the collapse of Germany. Most-needed types of consumers' goods will reappear in the marts of the Nation.

Broadcasting is the most direct and effective way of announcing the advent of new products, or the re-availability of old and accepted lines. All the big and little things, the common and uncommon things, that the people long have lacked in their daily lives, and in their homes.

America needs them, and needs to be told about them.. that they are obtainable, what they're like, what they'll do, what they cost. The stations of Westinghouse are primed for this job at a moment's notice.. ready to tell, and *sell*, the 18,000,000 commodity-hungry Americans in their primary areas. Consult NBC Spot Sales on ways and means.

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WBZ • WBZA • WOWO • WGL • KYW



Food Test

LIVE FOOD PRODUCTS., Burbank, Cal. (health foods), in a 13-week test campaign on Oct. 2 starts sponsoring a twice-weekly quarter-hour transcribed program featuring Paul C. Bragg, traveler, author, and lecturer on WXYZ Detroit, WOL Washington, KYA San Francisco. Firm will also sponsor thrice-weekly participation in Ruth Thompson program on latter station with similar schedule in *Lady of Charm* on WXYZ. Agency is the Mayers Co., Los Angeles.

Book Test

GREENBERG PUBLISHERS, New York, has appointed Blaine-Thompson Co., New York, to handle its advertising. Spot radio test campaign for *Your Daddy Did Not Die* by Daniel Poling starts Sept. 17 in Atlanta and Nashville.

PUBLIC SERVICE through the WSRR Stamford, Conn., *American Veteran Hour* Sundays has been recognized by the Connecticut Dept., American Legion, which presented the Legion's Distinguished Service Citation to Harold Meyer, WSRR general manager. Taking part in presentation broadcast are (l to r): Hollis Cook, as Mr. Legionnaire; State Comdr. Herbert Emanuelson; Mr. Meyer.

Differences Within Union on Banning Of WOV Hillbilly Broadcast Explained

Differences between union officials of Local 802, AFM, on reasons for banning a broadcast by WOV New York of a Broadway Barn Dance program are set forth in a letter received last week from Ralph Weil, general manager of the station, clarifying a story appearing in the Aug. 14 issue of BROADCASTING. *Mr. Weil's letter follows:*

The Aug. 14 issue of BROADCASTING carried an item quoting William Feinberg, Executive Secretary of Local 802 of AFM, on the subject of the union's refusal to permit WOV to broadcast its Saturday night *Broadway Barn Dance*. Mr. Feinberg dismisses as "poppycock" the union's refusal to permit the broadcast on the grounds that it isn't "cultural."

For the record, WOV would like BROADCASTING to have a full and accurate account of events.

On July 27, Arnold Hartley, director of programs, and I appeared before the Executive Board of Local 802 to obtain permission to broadcast the *WOV Broadway Barn Dance* from Palm Garden on Saturday nights. Mr. Jack Rosenberg, President of Local 802, was present at the meeting; Mr. Feinberg was not.

Larger Studio Needed

Mr. Hartley and I repeated the request we had previously made in writing: that WOV wished to develop greater interest in hillbilly and western music among New York audiences, thus enhancing its commercial value as sponsorable radio entertainment, and that it had no studio big enough to accommodate a large audience. Local 802 had advised the station that union policy could not permit such broadcasts except for regular dance remotes and broadcasts from regular theatre studios. At the meeting Mr. Hartley and I enumerated various broadcasts corresponding to the category of the *Broadway Barn Dance*—the New York Philharmonic from Carnegie Hall by CBS, the Metropolitan Opera from the Metropolitan by NBC and the Busch Quartette from Town Hall by WQXR—none of them "dance remotes" and none "broadcasts from regular theatre studios".

Mr. Rosenberg stated with some heat that there was no parallel, since these were "cultural" events. We replied that, granting that there were vast differences between classical and hillbilly music, nevertheless hillbilly musicians were members of Local 802 and should not be discriminated against.

Mr. Rosenberg replied to this precisely as follows: Hillbillies cannot be considered real musicians. The only reason they are admitted into Local 802 is so that the union can maintain a closed shop in New York.

Before leaving the Board room, we requested that we be informed as to the Board's decision on two questions:

(1) Whether Local 802 would permit the broadcast of the WOV *Broadway Barn Dance* from Palm Garden as it was being run before a paid audience.

(2) Whether Local 802 would permit the broadcast from Palm Garden if the audience were admitted free and dancing discontinued.

Are Hillbillies Musicians?

The reply came by mail within a few days. The Board unconditionally refused permission.

It is patent that Mr. Feinberg and Mr. Rosenberg, both of Local 802, do not see eye to eye. Not only are they in conflict with each other, but they are in conflict with the facts.

To sum up:

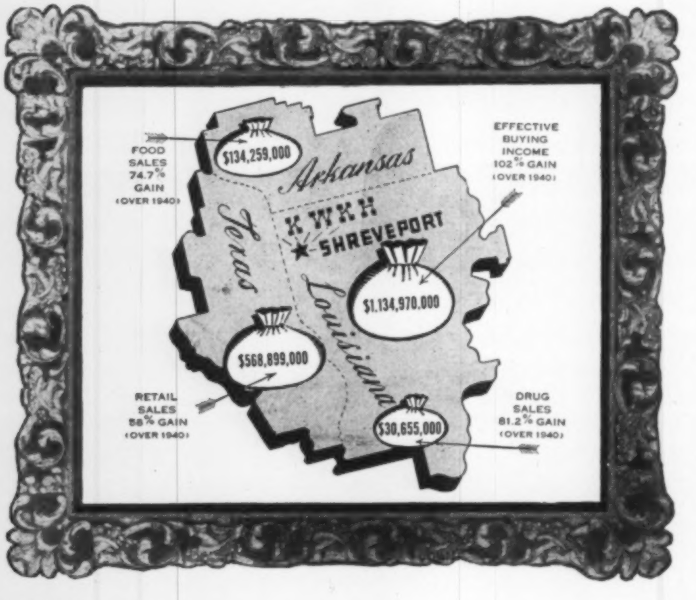
1. Mr. Feinberg insists that refusal by Local 802 to permit WOV to broadcast the *Barn Dance* on "cultural" grounds is so much "poppycock." Mr. Rosenberg stated explicitly that a pick-up of hillbilly music could not be compared to a pick-up of classical music, because the former was not "cultural". The word "cultural" is Mr. Rosenberg's.

2. Mr. Feinberg states: "Hillbillies or symphony men, they're all musicians and all members of Local 802." Mr. Rosenberg doesn't appear to think so, since he stated that hillbillies are not musicians; they are permitted to join Local 802 only to "maintain the closed shop for the union".

3. Mr. Feinberg states that the reason for refusing WOV permission to broadcast is union policy. It was called to the attention of the union, however, that WHN broadcasts the *Gloom Dodgers* from the Hotel Edison every Saturday morning before an audience, and WJZ broadcasts the Eddie Condon jazz session from Town Hall every Saturday afternoon. Neither of these broadcasts could be classified as "cultural" in the Local 802 sense of the word.

ATS Expands Awards

EXPANDING its award schedule, American Television Society will consider awards to outstanding individuals participating in television broadcasts, organizations producing outstanding video programs, and scientists, Government officials and others contributing to the development of television facilities or the improvement of its structure, in addition to its station awards and the Award of Service, it was announced by J. Raymond Hutchinson, chairman of the ATS awards committee.


FOOD SALES 74.7% GAIN (OVER 1940)
$134,259,000
Arkansas
EFFECTIVE BUYING INCOME 102% GAIN (OVER 1940)
KWKH
SHREVEPORT
Texas
Louisiana
$1,134,970,000
$568,899,000
RETAIL SALES 58% GAIN (OVER 1940)
DRUG SALES 81.2% GAIN (OVER 1940)
$30,655,000

PORTRAIT OF A *Prosperous* MARKET

• This great East Texas-North Louisiana-South Arkansas area, year after year, has shown a steady, rising prosperity. Therefore these figures do not represent a wartime financial fantasy, that will disappear with the coming of Victory. For after that great day, its rich resources will continue to make it a prosperous market . . . one in which your advertising dollars will pay added dividends. For further details, contact KWKH directly, or . . . ask a Branham Man!

(The above figures were compiled from Sales Management's 1944 "Survey of Buying Power.")

KWKH
50,000 WATTS
A Shreveport Times Station CBS Represented by the Branham Co.
THE *SELLING* POWER IN THE *BUYING* MARKET

17% The Lux Radio Theatre on WRVA is 17% *above* the national average Hooperating.

92.6% The "Dr. Christian" program on WRVA is 92.6% *above* the national average Hooperating.

23% "Take It or Leave It" on WRVA is 23% *above* the national average Hooperating.

75% Vox Pop on WRVA is 75% *above* the national average Hooperating.

WRVA UPS THE % IN RICHMOND, VA.

10.3% Burns and Allen on WRVA is 10.3% *above* the national average Hooperating.

73.2% "Crime Doctor" on WRVA is 73.2% *above* the national average Hooperating.

WHAT'S the percentage in Richmond? The answer is 'way UP if your program is on "Virginia's Premier Radio Station," WRVA!

These percentages, from the Hooper Survey for October 1943 through February 1944, are typical of WRVA's loyal listening audience....typical of the PLUS which is yours on WRVA, serving Virginia from Richmond.

39.8% The Kate Smith Hour on WRVA is 39.8% *above* the national average Hooperating.

8.2% The Hit Parade on WRVA is 8.2% *above* the national average Hooperating.

58.8% The Gay 90's Revue on WRVA is 58.8% *above* the national average Hooperating.

WRVA

CBS

50,000 WATTS NIGHT & DAY

Studios in
Richmond and
Norfolk, Va.

Nationally
represented
by Raymer

"Virginia's Premier Radio Station"

How to Concentrate on a Million

From Nashville, center of a trade area of over a million listeners, WSIX broadcasts to a big, loyal listening audience that's ready to hear what you, Mr. National Advertiser, have to say.

Carrying the featured programs of both Mutual and Blue networks, this station has the power and frequency to deliver its signal effectively to this entire territory.

If you want to *concentrate* your radio efforts in this booming Nashville area, and at a coverage cost that will show *bigger profits*, we will be glad to show you what WSIX can do.

The Katz Agency, Inc., National Representatives

Member Station, The Blue Network and
Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

OWI PACKET, WEEK SEPT. 11

Check the list below to find the war message announcements you will broadcast during the week beginning Sept. 11. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS				NAT. SPOT PLAN	
		Group KW		Group OI			
		Aff.	Ind.	Aff.	Ind.	Live	Trans.
Christmas Mail	X	--	--	--	--	X	X
War Bonds	X	--	--	--	--	X	X
New Car Pooling Rules	X	--	--	--	--	--	--
Home Front Pledge	--	X	X	X	X	--	--
WAVES	--	X	X	X	X	--	--
Crop Corps	--	--	X	--	X	--	--
Careless Talk	--	--	--	--	--	X	--

See OWI Schedule of War Messages 125 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Petition to Intervene Is Denied Rev. Morris

PETITION of Rev. Sam Morris, Baptist minister and associate editor of the *National Voice*, prohibition journal, to intervene in hearings on applications for license renewals of WFAA Dallas, and KGKO and WBAP Fort Worth, on grounds of failure to serve public interest, was denied last Wednesday by Commissioner Ray C. Wakefield sitting as Motions Commissioner.

The denial was without prejudice to the right of the minister to appear at the hearing scheduled on Sept. 9 and give any "relevant, material and competent testimony he may desire to present, and without prejudice to the right of petitioner to file within five days a motion to enlarge the issues in these cases." Rev. Morris had sought to buy time on the stations in furtherance of the prohibition campaign, on the grounds that the stations accepted beer and wine advertising and that therefore a controversial issue had been provoked [BROADCASTING, Aug. 14].

Vitrophane Expands

VITROPHANE Corp., Brooklyn, following a year of spot radio tests, is starting a spot drive on more than 14 stations in selected major markets on a 52-week basis for its household decorating papers. Campaign calls for live announcements in Italian and Polish on foreign language stations, and transcribed one-minute straight copy commercials in English.

Placed adjacent to popular music daytime programs directed at women listeners, the announcements will run at the rate of about 100 a week on all outlets in markets which will include New York, New Jersey, Boston, Philadelphia, Pittsburgh, Washington, Detroit, Chicago, St. Louis, Minneapolis, St. Paul, Wheeling, Los Angles and Milwaukee. Agency is Rubin & Lesser Adv., New York.

Movies Promoted

BALABAN & KATZ Corp., Chicago, began sponsorship of 13 transcribed one-minute announcements, Aug. 14, promoting two motion pictures, "The Hitler Gang" and "The Angels Sing," to be shown in Chicago theaters, on WMAQ WENR WAIT WJJD WIND, all of Chicago. Agency is M. M. Fisher Assoc., Chicago.

FCC Awards

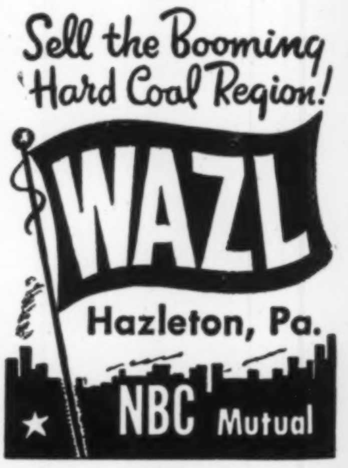
FELLOWSHIP awards for 11 months' study in the U. S. under guidance of the FCC in the operating and regulating fields of radio communications were made last week by the FCC. Award winners were: Ezequiel Martins da Silva of Brazil and Daniel Sage Mora of Chile. Mr. Martins is Chief of Radio Escuta of Brazil, their equivalent of the FCC's Radio Intelligence Division and Mr. Sage, a resident of Santiago, has charge of radio broadcasts and amateurs in the Dept. of Radio Communications in Chile. These are the first awards made in the FCC project under the Interdepartmental Committee on Cooperation with the American Republics.

Walgreen Spots

WALGREEN Co., Chicago, will begin Oct. 2 sponsorship of a series of one-minute spot announcements six times a day seven days a week, on KOY KTUC KLRA KFEL KLZ WJAX WQAM WFLA WDSU WFBR WJIM WLAV WTOL KOCY KFBI KXYZ KTSA KPAC WRAL WDNC WGBG WIS WFBC WTCN. The 26-week contracts were placed by Schwimmer & Scott, Chicago.

Television Guidebook

CALDWELL-CLEMENTS, Inc., publisher of *Radio & Television Retailing* and *Electronic Industries*, have issued "Get Ready Now to Sell Television", a 196-page guidebook for retailers and distributors.


Sell the Booming 'Hard Coal Region!
WAZL
Hazleton, Pa.
NBC Mutual

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

COLONEL B. H. HENSLEY

INFANTRY COMMANDING OFFICER

SAYS . . . "During the past two years, through tumultuous months of intensive military recruiting for all branches of the Army, radio station KGW has keynoted our urgent appeals. The unstinted co-operation, the generous contribution of ideas and time and the participation by station personnel on our various Army shows has been a vital factor in the achieving of our recruiting quotas and in the maintenance of a spirit of understanding with the general public."

COLONEL HENSLEY

The Army Variety show, which originated on KGW, has featured a distinguished list of guest-star celebrities. Noteworthy is the fact that instead of merely giving interviews, these stars did the things on the program for which they were famous. For instance, Rudolph Serkin, internationally-known pianist, actually performed on the piano. Bonita Granville and Victor Borge guested on the Army Variety show and gave outstanding performances. KGW continues to prove that public service radio programs can be interesting and entertaining—a policy that pays off in extra listener interest.

Rudolf Serkin

Bonita Granville and Borge in one of their lighter moments

Victor Borge

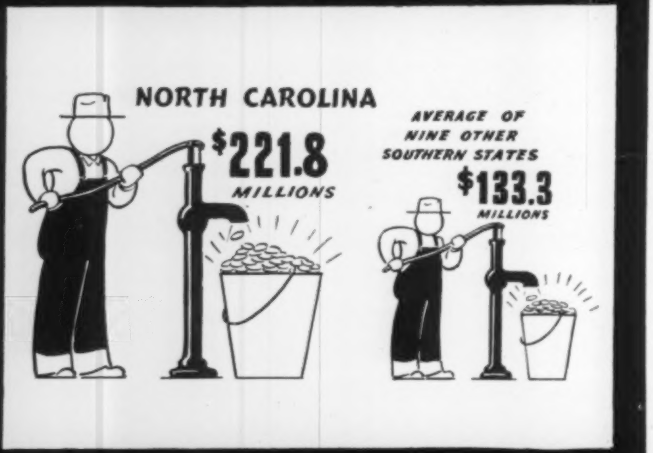
THE STATION WITH EAR APPEAL

KGW

PORTLAND
OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

NORTH CAROLINA
IS THE SOUTH'S
No. 1 AGRICULTURAL STATE



WPTF
(CARRYING N. B. C.
WITH 50,000 WATTS
AT 680 KC)
IS NORTH CAROLINA'S
No. 1 SALESMAN

WPTF · RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Purely PROGRAMS

DRUG STORE Cowboy of WFBL Syracuse, feature personality on a program of that name and aired Monday through Friday at 4:30 p.m., visits a local drug store each day before his broadcast and selects a neighborhood youngster from whom he obtains the names of ten other children. Names are read on the program with an invitation to visit the drug store within a half hour for "treats on WFBL". Audience response to date has been 100%.

* * *

Food Show

IN COOPERATION with the National Wartime Nutrition program, Standard Brands and the Red Cross, KROW Oakland, Cal. now carries a weekly quarter-hour feature, *Food for All.* Standard Brands supplies most of the merchandising and promotional material, through a large window card distributed to all bakeries and grocery outlets in the Oakland-San Francisco area. The Red Cross has placed the cards in banks and department stores. Program is heard Tuesday, 6:15-6:30 p.m.

* * *

WIP Salute

SALUTING war plants in its area, WIP Philadelphia last week began a new weekly program entitled *Gimbel's Victory Caravan*, using talent comprised exclusively of plant employes screened by the station's program production staff. A comprehensive promotional plan, including the use of payroll envelope stuffers, announcements over plant public address systems, store displays, and newspaper advertisements, is employed to attract listeners.

* * *

United Nations Series

HOW OCCUPIED countries are fighting common enemies is told in a new series of programs titled *We Will Never Forget*, started on WNEW New York Aug. 6, 9:45-10 p.m. Weekly program is presented in cooperation with the United Nations Information Office and features interviews with three representatives of occupied countries, each contributing a four-minute account of the winning battle against the enemy.

* * *

Capital Interviews

NEW SERIES of transcribed quarter-hour programs entitled *Washington Views and Interviews* with Barnet Nover, *Washington Post* columnist, has been prepared by Frederic W. Ziv Co., New York. Program, which will be made available to stations throughout the country for local sponsorship, will feature the columnist viewing his opinions and interviewing prominent American statesmen.

* * *

WNEW Dramatizations

USING material supplied by the U. S. Marine Corps, WNEW New York now presents a weekly quarter-hour program dramatizing the adventures of combat correspondents, largely newspaper and radio men from the New York area.

CBC Sports

SPORTS show titled *Sports College of the Air* has been started by the Canadian Broadcasting Corp. in conjunction with the YMCA as a Saturday noon-hour network program, with famous Canadian athletes as guest "professors". Any Canadian youth may enroll as radio member and receive literature distributed on various sports matters. Program includes a sports clinic to examine questions sent in by members, a department for sports contests between members, and the study of events famous in the sports world.

* * *

New WAVES Series

NEW transcription series to recruit WAVES, entitled *Something for the Girls*, has been started on KMOX St. Louis. Prepared by CBS in New York and featuring outstanding radio entertainers, the programs are carried on Saturdays at 5:30 p.m. under the direction of Jerry Hoekstra, KMOX War Productions Manager.

* * *

KTOK Audience Show

QUESTION and answer audience participation show, entitled *Passing the Buck*, is making a hit with listeners of KTOK Oklahoma City. Emanating alternately from Tulsa's Air Transport Command and Oklahoma City's Tinker Field. Frank Lynch, m.c., passes out the dollars. Sponsored by Zales Jewelry Stores which operate in 18 Southwestern cities, it is the only commercially sponsored GI show in Oklahoma.

* * *

Old Facts

WEEKLY TOUR through the Prince Albert Museum, reviving the early days of the Old West, is the basis of the new *Forgotten Facts* program on CKBI Prince Albert, Sask.

* * *

Old Records

BORROWED ancient recordings are heard on CJOR Vancouver on a Sunday evening program titled *Remember When?*. Listeners from nearby localities send recordings of old songs to Billy Browne, producer of the program.

SERVICE
on all
RECORDING
PROBLEMS
local or national

COMPLETE FACILITIES FOR . . .
• Spot Announcements
• Remote Pick-ups
• Full Air Check Service

U. S. RECORDING CO.
1121 Vermont Ave. Washington 5, D. C.

JOE DINEEN

BOSTON GLOBE COLUMNIST

Exclusive WORL commentator
noted author and reporter

WORL

BOSTON, MASS.

THIS LITTLE BUDGET
WENT TO THE
"920
CLUB"

Rex Davis

L. B. Wilson

WC

FIFTY GRAND I.N

XUM

PRESS WAR NEWS MAP
PRESS WAR NEWS MAP
WCKY
CBS

WCKY's MOST POPULAR NEWS COMMENTATOR

6 STRAIGHT YEARS
4 TIMES DAILY....

KY CINCINNATI

N POWER · C B S

XUM

Editorial

Beachhead Radio

WHEN Allied forces hit the beachhead of Southern France early last Tuesday, radio was there—American radio. The news was flashed instantly to a waiting world. In this country morning newspapers had gone to press. But radio has no deadlines.

It wasn't the spectacular display of the June 6 D-Day. It may have been even a bit anticlimactic. But all the lessons learned on that momentous day came into play. It happened without a hitch. The American public, accustomed to radio at its best, took for granted the crisp, bright reporting job performed.

The part radio is playing in this war was evidenced by the report that there was landed with the very first waves in Southern France a station geared to transmit either by voice or code. The details must come later. But it's an even bet that before the invasion was many hours old troops were hearing their favorite performers interspersed with tactical information over a new SHAEF broadcast station in the newly occupied territory. That's what radio does in modern warfare.

To those at home it was exhilarating to hear direct by-lined reports from American radio correspondents who landed with our troops. The press paid a glowing tribute to American radio reporters too in carrying, on that first day, bulletins quoting such men as CBS's Eric Sevareid and Blue's Donald Coe, who operated for the combined American networks and whose reports were made available to the press on equal footing.

In this war radio is making history. Conversely, this history-making war is making radio.

World Radio's X-Day

THE FIRST figurative spade of earth was turned in Washington 10 days ago on postwar radio allocations. Under the aegis of the State Dept., nearly 300 representatives of Government and industry met to begin preparations for world conferences ahead which will stake off the ultra-high spectrum for all services—Government, aviation, ship, communication and amateur—as well as the broadcast services of FM, television, facsimile and relay. The FCC now has called public hearings Sept. 28 to cover allocation policies.

Heretofore radio has entered the field of international diplomacy once each five years—at the international telecommunications conferences. In addition, there have been regional inter-governmental conferences. Because of the war there hasn't been an international conclave for eight years. There won't be another until the peace is won. That can come any week or month.

The forthcoming conference will be of top importance. To most of those in radio these diplomatic meetings appear remote and overstuffed. Actually, upon their outcome depends the specific allotment of spectrum space to broadcast services. The remarkable changes in technique wrought by the war will open up new radio vistas. The FCC, as the regulatory agency for this country, finally will establish the allocations and prescribe the rules. But those allocations must be within the bounds of international treaty. That function reposes in the State Dept.

The most significant revelation at the ground-breaking sessions Aug. 11-12 was that even with the tremendous strides in the opening of the microwaves—dealt with in terms of megacycles, rather than kilocycles—there still will be extreme congestion. The maximum needs of radio services can't be met. Thus the proposed allocation plan of the Interdepartment Radio Advisory Committee, made up of Government radio experts, failed to recommend for television the space in the lower range that the "quick-start" television advocates seek. Similarly, all of the space sought by FM was not earmarked. Direct international shortwave broadcasting was left out altogether, despite the fact that the IRAC plan would assign 61% of the spectrum between 42 and 1000 mc. to broadcast services.

The IRAC plan is simply a starting point. It is likely, however, that most of its recommendations will stand. The accent is on speed, with Dec. 1 established as the deadline by Francis Colt deWolf, career chief of the State Dept. Telecommunications Division.

IRAC is not a policy-making body. It omitted facilities for direct shortwave broadcasting because the policy has not been established for postwar operation. Its proposal that such programs be relayed by fixed stations for broadcast over local outlets in foreign nations is wholly impractical.

Of course, a policy should be established. It has proved a potent psychological war weapon. Properly directed, it can prove a tremendous force in maintaining peace. Careful consideration must be given to the economic, political and cultural aspects. That function does not rest with IRAC—purely a scientific and technical group.

The State Dept. sessions constitute only one phase of the planning. The Radio Technical Planning Board, through its well-staffed panels of industry and Government experts, has much to contribute. Use of the FCC's knowledge and background is imperative. There are reports of bad blood because the FCC felt that allocations should be set by it—not IRAC.

This is no time to quibble. A start has been made—none too soon—in planning for an international conference. The IRAC plan isn't perfect, but its good provisions shouldn't be discarded because of petty differences or protocol. It is the task of Mr. deWolf and his able assistant chief, Harvey Otterman, to prepare for the next conferences as speedily as possible. They have made the start. Inevitably there will be give-and-take before the recommendations are completed. The coming FCC hearings also should yield valuable data.

The important thing is to get the job done. Of course, direct international broadcasting should be provided an allocation. We believe it will be. Government and industry alike should work together in completing as equitable a plan as possible in the shortest span of time. World radio awaits only X-Day. Uncle Sam, who fathered and nurtured radio, must take the leadership.

Our Respects To —

CHARLES LYNDEN McCARTHY

HE'S ONE of the two famous McCarthys in radio, but you don't have to pull strings to talk to this one. C. L. McCarthy, newly-elected vice-president and veteran manager of KQW San Francisco, is known as "Mac" from coast to coast, and his popularity in radio operations rivals that of Bergen's Charlie with listening audiences.

While other boys were dreaming of becoming policemen and firemen, Mac was learning radio, and in 1915 joined the Merchant Marine as radio operator. He switched to the Navy when World War I was declared, and not only learned about radio but also collected a salty vocabulary that's the envy of his friends.

Mac liked the sea, so he stuck with it after the war, going with the Red Star Line on its European run. After five years of ocean travel, he went with the United Fruit Co., helping operate their radio stations in Central America. Then, a while later, he returned to the U. S. to take charge of a marine radio station at Palm Beach.

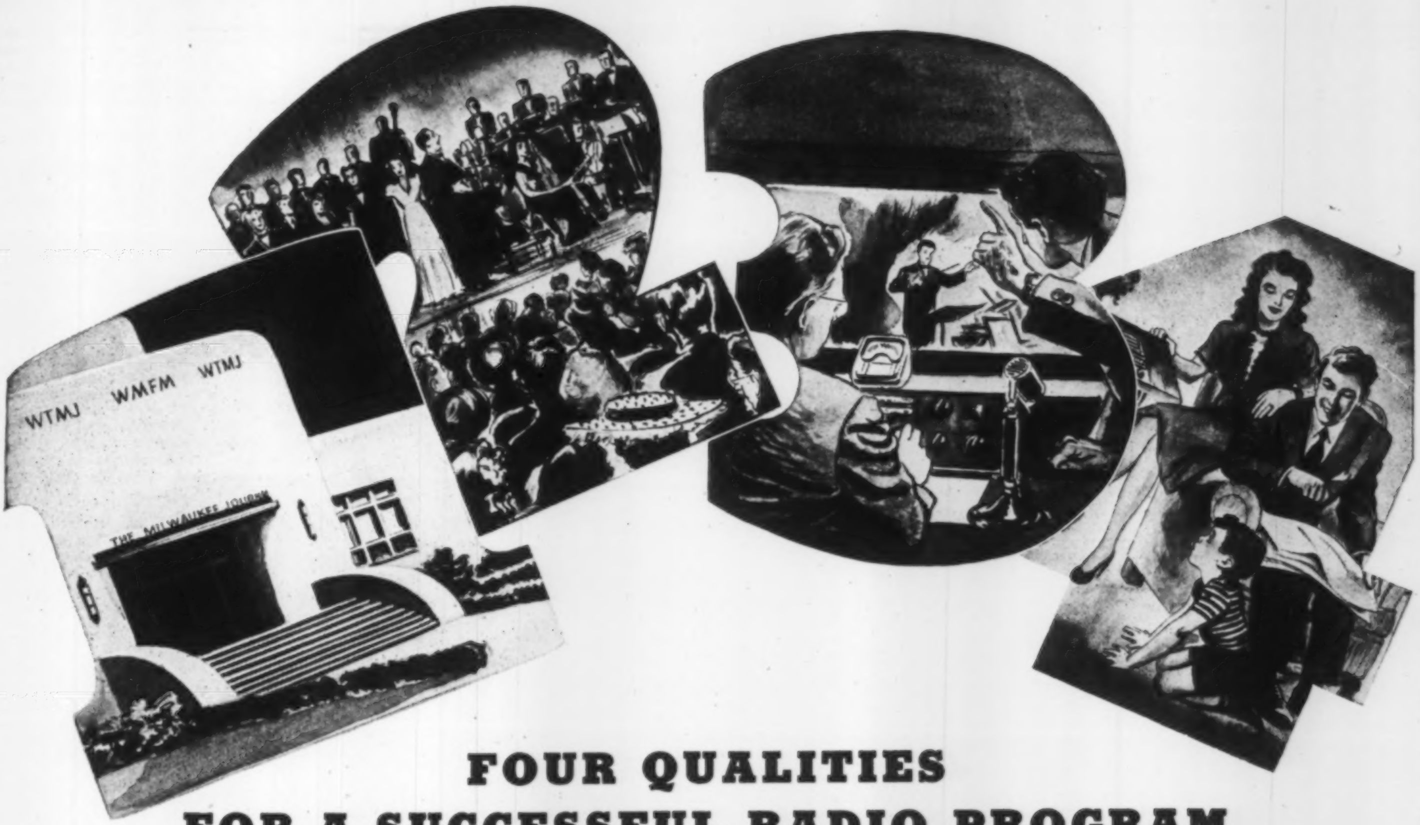
In 1927, Mac journeyed to the West Coast and got a job as engineer with NBC in San Francisco. He installed the original equipment in the San Francisco studios. In a year or so, he got behind a desk in the administrative branch, from which vantage point he set up the traffic department of NBC's Pacific division and devised the system that is still in effect.

NBC realized what a ball of fire they had in McCarthy, and soon appointed him assistant to Don Gilman, NBC western vice-president. With a finger in a half-dozen pies, he handled station relations, negotiated contracts, straightened out rate shipments, sat in sales staff meetings, supervised the traffic division and coordinated the activities of NBC's then fledgling Coast network.

These were pioneer radio days in the West, and Mac was in on the ground floor. He started Al Pearce and many others on the network path to glory, and *One Man's Family* was born in Mac's coffee drinking bouts with Carleton Morse.

Hugh Barrett Dobbs was setting the pace those days for radio's inspirational programs with *Dobbsie's Ship of Joy.* McCarthy helped develop an exploitation idea which won national recognition for Shell Oil Co., which sponsored the plan of sending the entire cast on a trip from San Francisco to Honolulu, picking up daily broadcasts from ship to shore,

(*Continued on page 38*)



FOUR QUALITIES FOR A SUCCESSFUL RADIO PROGRAM

. . . and WMFM gives you all of them

The sales-stimulating, prestige-building qualities of WMFM programs are due to the four qualities you must have for a top-flight program.

1—Technical Facilities
WMFM is housed in Milwaukee's ultra-modern Radio City, America's finest local radio plant.

2—Appealing Talent
Radio City talent includes a large, versatile staff of musicians, soloists and actors.

3—Exacting Production
The WMFM production staff is composed of FM program pioneers who know how to produce a show that creates maximum effectiveness.

4—Listenership
The people of Wisconsin have eagerly accepted WMFM and superior FM reception. They are an audience that listens and responds.

Put WMFM to work for you. Plan now on including WMFM in your fall schedule. One of the current WMFM programs may exactly fit your needs. If not, our facilities are at your disposal in planning the program you need. Call, write or wire.

THE MILWAUKEE JOURNAL FM STATION

Are you taking Advantage of Washington's Greater Market?

Population of the District of Columbia and immediate surrounding counties--1,228,456.*

Federal employees in Washington--270,042.**

Others gainfully employed--306,689.**

NOW take a look at your Standard Rate & Data Book and study the WINX rate card.

Where else can you buy *so much for so little?*

That is the reason that most local advertisers have selected WINX.

Isn't it logical to follow the habit of *the man on the ground floor?*

* Official Census Estimate of Civilian Population Nov. 1943.

** Estimated D. C. Metropolitan Area March 1944.

The Best Test Market at
MINIMUM COST

WINX
Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY

Our Respects to

(Continued from page 36)

the first commercial program of this type in America.

In 1934 transferred to the station relations department of NBC in New York, but found himself "just plain homesick" and returned to California.

He teamed up with Ralph Brunton, president of the Pacific Agricultural Foundation, then operating KQW San Jose as an independent, along with KJBS, San Francisco, which recently was sold. Mac rolled up his sleeves and went to work.

Within a relatively short time he had established KQW as the spot on the dial for sports listening. Associated Oil Co. was sponsoring the football and basketball games, and General Mills was putting on baseball broadcasts. Football games of St. Mary's, Santa Clara and the other parochial schools in the vicinity were heard exclusively on KQW.

Mac's initiative was rewarded in January 1942 when KQW became the CBS affiliate in the San Francisco Bay area and he was named KQW's vice-president and manager.

The over six-foot Westerner's pet hate is red tape; his pet hobby is boats. Although he calls California home, Milton, N. D., is his birthplace, where he first saw the light Jan. 30, 1899. He now lives in San Leandro with his wife Rozella and their four youngsters.

CRAIG LAWRENCE TAKES WHOM POST

IOWA BROADCASTING Co., which has acquired WHOM as one of a group of five stations in the East and Midwest, to comprise the reorganized Cowles radio group officially took over operation of the New York-Jersey City station last week, with the arrival of Craig Lawrence to start his duties as general manager, and as vice-president of New Jersey Broadcasting Corp., licensee.

Mr. Lawrence will not take up permanent headquarters at WHOM's New York office, 29 West 57th St., until early September, having returned last weekend to Des Moines where he is winding up his business affairs as vice-president and manager of KSO and KRNT. The WHOM office will also be the headquarters of Ted Enns, who will come east at the same time, as representative of all Cowles stations on national sales.

Appointments of Mr. Lawrence to succeed Joe Lang as general manager and of Karl Haase, assistant Treasurer of Iowa Broadcasting Co., as treasurer of New Jersey Broadcasting Corp. are the only personnel changes indicated. Jack Compter, commercial manager, Charles Baltin, program manager, and West W. Willcox, assistant manager, continuing in their posts. According to Mr. Lawrence, the program policy will remain substantially the same.

Personal NOTES

JOHN H. STEINMAN, president of Lancaster Newspapers Inc. and of the Mason Dixon Radio Group (WDEL and WILM Wilmington; WORK York, Pa.; WGAL Lancaster; WAZL Hazelton; WEST Easton; WKBO Harrisburg), has assumed his new duties as director of the Printing & Publishing Division of WPB. He succeeds Arthur R. Treanor, who has resigned to return to the Booth Newspapers in Michigan.

DONALD W. THORNBURGH, CBS Pacific Coast vice-president and a board director of Los Angeles War Chest, has been appointed radio division chairman of Hollywood War Chest campaign.

GEORGE R. JENESON, former member of the sales staff of WSAI Cincinnati, has been named commercial traffic manager at WLW Cincinnati, succeeding Herbert Flaig, who transferred to the WLW Chicago office a short time ago.

DR. JAMES F. BENDER, author of *NBC Handbook of Pronunciation* and director of the National Institute for Human Relations is conducting a regular feature in *Forbes Magazine* titled "Your Human Relations."

DONALD W. CRAIG, formerly salesman of WCLS Joliet, Ill., joined the sales department of KMOX St. Louis.

ROBERT J. CLARKSON, New York manager of the transcription division of Columbia Recording Corp., is the father of a boy.

FORSTER M. COOPER, for the past year sales manager of WOSH Oskkosh, Wis., has resigned to accept an executive position with WOMT Manitowoc, Wis.

WILLIAM S. HEDGES, NBC vice-president in charge of stations, Aug. 13 became the grandfather of a girl, born to his daughter, Mrs. Donald M. Kidder.

DON SEARLE, manager of KGO San Francisco, was married Aug. 8 in Reno to Mrs. Dorothy Wilcox Williamson, his second marriage.

WESTMORE WILCOX Jr., formerly a director of the British War Materials Mission, Washington, has been elected a director of the American Overseas Advertising Service, New York.

MRS. FRED WEBER, wife of the general manager of WDSU New Orleans, is at St. Luke's Hospital, Chicago, recuperating from recent surgery.

CLAIR CHAMBERS, formerly manager of CKSO Sudbury, Ont., has been appointed manager of CJKL Kirkland Lake, Ont. Mr. Chambers started his radio career nine years ago on CJRM, now CKRM Regina, as salesman, announcer and relief operator. In 1937 he was transferred to CKRC Winnipeg, and in 1939 resigned to join CKSO Sudbury. After a year there he moved to CKCW Moncton.

DR. AUGUSTIN FRIGON, acting general manager of the Canadian Broadcasting Corp., Ottawa, is on a tour of western Canadian stations to discuss network problems with private broadcasting station operators.

G. R. A. RICE, CFRN Edmonton, was re-elected president of the Canadian Western Assn. of Broadcasters for the third time at the 10th annual meeting at Banff this month. Directors elected were Gerry Gaetz, CKRC Winnipeg; A. A. Murphy, CFQC Saskatoon; and F. H. Elphicke, CKWX Vancouver.

LESLIE CHOYCE, formerly of McColl Frontenac Oil Co., Montreal (Canadian subsidiary of Texas Co.) is understood to have been appointed general manager of the new 1 kw broadcasting station applied for by the *Halifax Chronicle*. He was for some years a director of the Assn. of Canadian Advertisers.

C. E. HOOPER, head of C. E. Hooper Inc., Aug. 11 conducted a class on the commercial uses of radio audience measurements at the NBC-Northwestern Radio Institute.

EUGENE S. THOMAS, general manager, WOR New York, has been appointed to serve on the Advertising and Selling Course Committee, for the 21st year of the course under the auspices of the Advertising Club of New York. Herbert L. Stephen, news editor, *Printers' Ink*, will serve as chairman for the fourth consecutive year.

HOWARD N. GREENLEE, general manager of WAOV Vincennes, Ind. and Victor H. Lund, manager, have been appointed re-employment committeemen for Knox County Draft Board No. 1.

BIRNEY IMES Jr., owner of WELO Tupelo, Miss. and WCBI Columbus, Miss., has been promoted to Major in the Air Corps, stationed at Key Field, Meridian, Miss. as liaison officer.

BYRON NELSON, account executive of KGO San Francisco, has been appointed sales representative for the Blue network in that city, replacing Gene Grant who has been assigned to the Hollywood office.

NORMAN OSTBY, of the Blue's station relations department, returned to his desk last Monday, following his recovery from an appendectomy.

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

WGN's FUNNY PAPER PARTY—

a kid show that has stood the test of time

WGN's Funny Paper Party is one of the oldest children's shows on the air, but so excellent is its material that it has never lost its freshness.

Since 1924 the reading of the Chicago Sunday Tribune comics section has been broadcast over WGN. The characters are world famous—Dick Tracy, Orphan Annie, Terry and the Pirates and a host of others.

This program holds a tremendous appeal for the thousands of children throughout WGN's listening area who make the Funny Paper Party a regular Sunday habit.

The Funny Paper Party is another example of WGN's program building resourcefulness and policy of bringing the best in all types of radio entertainment to Chicago and the middle west.

A Clear Channel Station

CHICAGO
50,000 WATTS

ILLINOIS
720 KILOCYCLES

EASTERN SALES OFFICE
220 East 42nd Street
New York 17, N. Y.

WGN

PAUL H. RAYMER CO.
Los Angeles 14, Cal.
San Francisco, Cal.

MUTUAL BROADCASTING SYSTEM

COL. WATSON, ON LEAVE, AT WMBD

LT. COL. BROOKS WATSON, former chief of the Radio Branch, Public Relations, European Theatre of Operations, has returned from London on terminal leave and is serving WMBD Peoria as consultant. He is scheduled to revert to inactive status in October.

Col. Watson, former program director of WMBD, joined the Radio Branch, War Dept. Bureau of Public Relations, Washington, in April 1941, shortly after its organization. He resigned the following October to return to WMBD but at the outbreak of war he was recalled to Washington by Col. E. M. Kirby, chief of the Radio Branch.

In late 1942 Col. Watson was appointed major in the Army Specialist Corps. When that branch was absorbed by the Army he was given similar rank in the service. A short time later he went to London on the radio staff of the ETO. He was promoted to lieutenant colonel and made chief of the ETO Radio Branch early this year. Col. Watson handled the NBC *Army Hour* originations from London.

Col. Watson has made no definite future plans, pending his retirement from active duty. Until then he will serve WMBD as special consultant, according to Edgar L. Bill, station president.

Capt. Guthrie Missing

CAPT. WALTER RUSSELL GUTHRIE, son of Frederick P. Guthrie, the Washington manager of the Radio Corporation of America, has been reported missing in action. Capt. Guthrie was en route to an assignment in the Asiatic Theatre when his ship was torpedoed in the Indian Ocean.

ARTURO TOSCANNINI will interrupt his summer vacation to conduct two concerts of the General Motors Symphony of the Air on NBC Sunday, 5-6 p.m. in honor of the Allied forces overseas. Broadcasts are scheduled for Aug. 27 and Sept. 3.

Joseph Sampietro

JOSEPH SAMPIETRO, veteran radio musician and musical director of KOIN Portland, Ore., since 1930, died of a heart attack Aug. 9 in Portland. Mr. Sampietro was born in Wellington, B. C. and came to Portland early in life. Later he studied in Turin, Italy. A veteran of the first World War, Mr. Sampietro served in the Navy as a musician.

BEHIND the MIKE

CLARA CROSS, secretary to Helen Sioussat, CBS director of talks for the past two years, has been named assistant to Miss Sioussat. Lucille Van Urgg, formerly with *Look* magazine as associate editor and more recently as picture editor, has joined CBS as assistant producer in the network's television station, WCBW.

ALLAN BLACK, announcer at WEVD New York, has joined WQXR New York.

TERESA MORGAN, formerly script writer for Harry Jacobs Productions, New York, is serving with the American Red Cross in the China-Burma-India theatre.

CHARLES HERBERT, CBS producer, is joining N. W. Ayer & Son, to produce from Hollywood *The Electric Hour* on CBS under sponsorship of a group of utility concerns.

LES DAMON, formerly the detective in *The Adventures of the Thin Man* on CBS, now a private in the Army, is serving as m.c. on the Army's *Visiting Hour* program on CBS, broadcasting from service hospitals is this country.

DICK DeFORRESTO, former NBC production man, has succeeded Vincent Pote as assistant night manager at WHN New York. Mr. Pote has joined WMCA New York as assistant program manager.

HELEN TAYLOR, who has been heard on WOR and WHN New York, has joined WPAT Paterson, N. J. as director of Women's activities. She conducts a daily program *Luncheon With Helen*, formerly conducted by Helen Leighton.

MAC BUSCH, formerly with WAIR Winston-Salem, has joined the announcing staff of WPTF Raleigh, N. C., replacing Phil Smith, resigned.

STANLEY LONERGAN, formerly of WAAF and WGN Chicago as junior announcer, has rejoined the WGN staff as announcer.

DALE MORGAN, announcer at KRNT-KSO Des Moines is to transfer to the New York headquarters of the Cowles organization, where he will be an announcer and handle special events at WHOM Jersey City.

CHARLES D. MILLER, former program director at KFAB KFOR Lincoln and at WING Dayton, has been named program director of KRNT Des Moines, replacing Edmund Linehan, who has resigned to join KSO Des Moines.

VIRGINIA WEST has been named press department head of KECA Los Angeles recently acquired by Blue Network. Additional appointments include Katherine Calvert, continuity editor and Dorothy Haugh, commercial traffic manager.

JACK CLEARY, Melvin Stewart, Leigh Hunt and Bill Reynolds comprise the new announcing staff of WHAT Philadelphia.

MARGARET LABBITT, former announcer of WSUI U. of Iowa, has joined WFIL Philadelphia, to take charge of music programming.

ARCHIE HALL, released by the Army Air Forces, has rejoined KMPC Hollywood as writer and newscaster.

CAPT. TOM McKNIGHT, after nearly two years with Armed Forces Radio Service, Hollywood, is on terminal leave until Sept. 5 when he returns to civilian radio production.

JOHN ZOLLER, NBC Hollywood producer, is the father of a boy.

DON MURPHY, Mutual commentator, interviews Lefty Gomez, baseball star, and Lt. Denny Leonard, Marines, in a film short titled "G. I. Sports" which will be released the last of August.

BILL ARRINGTON, formerly program director at WGBR Goldsboro, N. C. has been promoted to pharmacist mate, 2/c in the Navy, attached to the Marine Corps overseas.

RAY OLSON, WOW Omaha production manager, is the father of a girl.

BILL BURNETT, formerly at WHAS Louisville, has joined the annuoncing staff of WIS Columbia, S. C. Miss Maryland Wilson is another new member of the WIS staff.

ALL RECORDS IN THIS ALBUM MAY BE PERFORMED UNDER BMI LICENSE

Columbia
presents
ALEC WILDER
Octet
Set C-60

BMI

NEW YORK CHICAGO HOLLYWOOD

THE ONLY SINGLE MEDIUM *Completely* COVERING THE INLAND EMPIRE

KHQ

WASHINGTON
SPOKANE
OREGON
IDAHO
MONT
OKANOGAN
CHELAN
DOUGLAS
KITTITAS
YAKIMA
GRANT
LINCOLN
ADAMS
FRANKLIN
BENTON
WALLA WALLA
WHITMAN
GARFIELD
UMATILLA
UNION
WALLOWA
FERRY
STEVENS
BOUNDARY
BONNER
BENEWAH
LATAH
SHOSHONE
CLEARWATER
IDAHO
LINCOLN
FLATHEAD
SANDERS
MINERAL

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

Blankets "in the rough." Grown in the Inland Empire, they're bound to be good. Such resources, plus cheap, hydro-electric power, make manufacturing increasingly important, attracting new capital and people in this area. Spokane's population alone has grown more in the last 20 months than it had in 30 years. KHQ's importance, too, is growing because of its *complete* coverage at a cost of just one medium.

NBC BASIC STATION

WDEL

1150 KC
Wilmington, Delaware

5000
WATTS
DAY & NIGHT

REPRESENTED BY

RAYMER

ARTHUR MUTH and Gene Martin are two new writers in the WLW Cincinnati news room. Mr. Muth was formerly with the *Cincinnati Post*, while Mr. Martin comes from WFAA Dallas where he was news editor.

HERB (Happy) HAYWORTH, announcer at WOWO-WGL Ft. Wayne, Ind. in September celebrates his 14th year with the stations.

MAC PREUSCH is new program director at KSAL Salina, Kans., replacing Herb Clark who has left to join WSAI Cincinnati.

KEITH SANDY, new to radio, has joined CKWS Kingston, Ont.

RON DEACON has rejoined CKY Winnipeg, as announcer, after being released by the Canadian Army for medical reasons.

FLIGHT LT. CALVIN PEPPLER, Royal Canadian Air Force, formerly of CKY Winnipeg, has been reported a prisoner of war, following air operations in northern Italy.

MARY WILSON, former assistant, has been named head of the WBBM Chicago FM transcription department.

JERRY SAXON, former announcer at WAIT Chicago, has joined WJJD Chicago.

FRANK KORCH, released by the Army, has joined the WBBM Chicago news writing staff. Prior to his army career, Mr. Korch was sports editor of *Collier's* news bureau in Chicago.

DONALD MacLEAN, formerly writer-producer of NBC, has joined Visual Education Film Productions as director of its newly organized branch, Hollywood Screen Test Bureau, 1717 N. Vine St., Hollywood.

BETTY LAWTON, formerly in the advertising department of the J. C. Penney & Co. has joined the continuity staff of KDYL Salt Lake City, Utah.

JIM KELLY, announcer at KWIL Albany, Ore. has been inducted into the Army.

Miss Gertrude Scanlon
Batten, Barton, Durstine & Osborn, Inc.
New York, N. Y.

Dear Gert:

There's no doubt about it, Gert! Having our ow[illegible]ar correspondent in the European Theater is the "mightiest" thing this network has ever done. I just wish you could listen in on our switchboards after Howard Chernoff has completed one of his trans-Atlantic broadcasts, or after one of his recorded interviews with West Virginians over there has been broadcast. The calls "roll" in expressing appreciation, eagerly seeking the time of the next broadcast, or giving us further names for Chernoff to contact in England or France. It's the "jack-pot" of goodwill we've hit with this promotion—it's tops in public service!

Regards

Yours,
Algy

The W. Va. Network

WCHS Charleston WPAR Parkersburg
WSAZ Huntington WBLK Clarksburg

Ervin Lewis in Britain As Radio Correspondent

ERVIN LEWIS, associate news editor WLS Chicago, arrived last week in Great Britain, where he will serve as a special correspondent for WLS Chicago, KTUC Tucson, KSUN Bisbee-Lowell, KOY Phoenix.

Mr. Lewis

Mr. Lewis will interview servicemen and women from the West and Midwest, via shortwave and transcription for WLS and the Arizona Network. He also will write for the *Arizona Farmer & Prairie Farmer*.

Mr. Lewis formerly was city editor of the *Daily Current-Argus*, Carlsbad, N. M. and for four years was news editor and announcer at KTUL Tulsa, before joining WLS in 1938.

Lt. Charles Swallow

LT. CHARLES SWALLOW, 21, son of John W. Swallow, head of Television Enterprises Inc., Hollywood, and former NBC western division program director, was killed Aug. 9 in crash of a B-24 near Kiowa, Col.

ROBERT PETRANOFF, Indiana U. student announcer at WAOV Vincennes, Ind., left Aug. 15 to return to college.

TOM LANGAN, formerly in NBC's script department, has joined Foote, Cone & Belding, New York, as a continuity writer.

JOHN SCOTT, announcer, of WOR New York, and Frances Allen, editorial writer of the *Ladies Home Journal*, will be married in New York Sept. 10.

BILL TAYLOR has been transferred from the engineering staff of WOR New York to the production department as late night supervisor and news editor.

JOHANNES STEEL, WMAC New York commentator, will go to Washington this week to cover the four-power conference, Aug. 23-25 in his regular broadcast period 7:30 p.m.

JULES ALBERTI, managing director of Constance Bennett's business and professional activities, has been appointed director of National Radio Actitives for National Dog Week, Sept. 17-23.

Cassidy Pickups

IN THE European Theater of Operations as a WLW war correspondent, James Cassidy is now being heard Mondays through Fridays at 10:30 a.m. (EWT) over the Cincinnati station in programs of special interest to midwestern listeners. Cassidy, director of international broadcasts and special events for WLW, is discussing such things as civilian morale and robot bombings on the broadcasts, which are being shortwaved to WLW by the BBC.

BILL BALDWIN, special features reporter of KGO San Francisco, has been assigned to the overseas staff of the Blue's news and special features division for service in the Pacific.

CARYL COLEMAN, effective with appointment of a successor, has resigned as Blue western division assistant program director and will establish his own Hollywood radio production unit.

PETER HARKINS, writer and producer, has joined the script division of NBC as comedy writer. He was at one time with the Office of Education in Washington.

ARNOLD LOWE, formerly at WWRL Woodside, L. I., has joined the announcing staff of WNOX Knoxville, Tenn.

THERESA WATSON, formerly with Ruthrauff & Ryan in Houston, Texas, has joined the publicity staff of WFBL Syracuse.

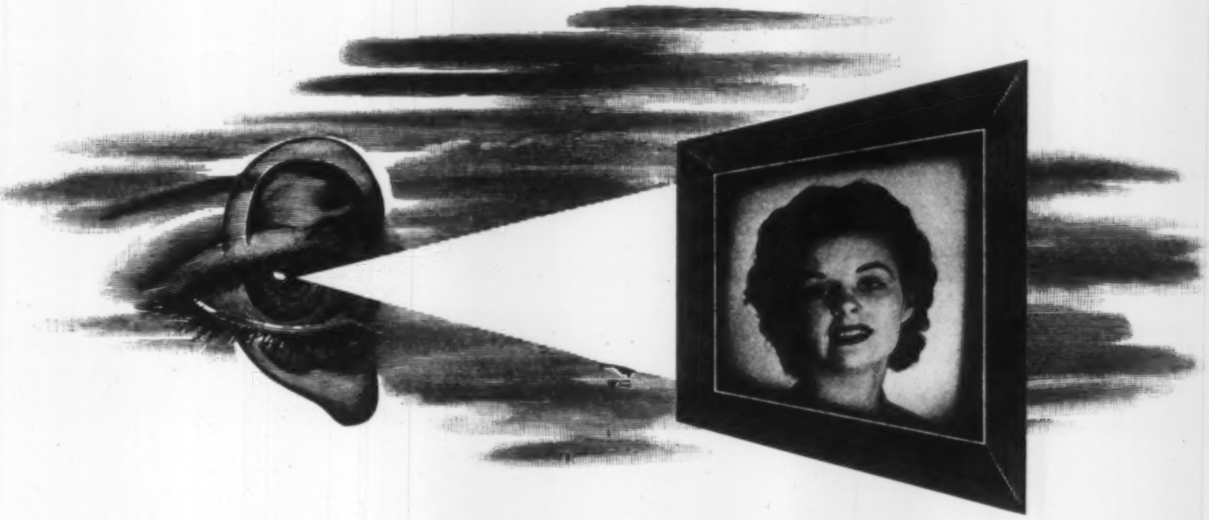
JIM DeLINE, chief announcer at WFBL Syracuse, has been promoted to assistant program director.

JAMES H. GARRETT, announcer of WDRC Hartford, married Helen Dessereau of New Haven on Aug. 1. Rev. Charles Graves, WDRC public service counsellor officiated.

WLW Names Two

MAJ. GEN. E. Edmonds (Ret.) and former managing editor of the New Orleans *Times-Picayune* has been added to the staff of WLW Cincinnati, as military news analysis, conducting the weekly Sunday evening feature, *It Happened There*. Robert Parker, European war correspondent, author of *Headquarters Budapest*, is another newcomer to the WLW news commentator staff. Mr. Parker will be heard on the WLW-NBC *World Front* news discussion Sundays at noon and on his own program Mondays through Fridays, 7:15 p.m. and Saturdays 5:30 p.m.

WAKR
TOWERS OVER AKRON
Basic Blue Network
5000 WATTS · DAY & NIGHT
WEED & CO [illegible] Representatives



S + S = $

The dollar sign is the answer. It completes the well-used television formula S + S, or Sight plus Sound, and it's a rather dramatic way of saying that television will bring profit to you.

S + S = $ has been just a promise for a long time. But it's due to become a reality now.

You're informed on television, of course, or you wouldn't be reading this publication. But is "being informed" enough? Isn't it high time for action... for constructive planning?

DuMont will fill this need for planning—with the DuMont Equipment Reservation Plan. There are other prospective telecasters in your area, so send for this plan. It contains cost estimates... offers our arrangement for *reserving* your equipment, custom-building your transmitting set-up and training your personnel.

The demand for television time will soar after victory. There'll be a peacetime scramble to be "first with television," because S + S = $.

DuMont's extensive specialized experience in precision electronics, in television station construction and management is at your command... in the DuMont Equipment Reservation Plan.

Copyright Allen B. DuMont Laboratories, Inc., 1944

DUMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

FCC Orders Allocation Study

(*Continued from page 18*)

mum demands or requirements of the various radio services could not be met through allocation of the present usable spectrum.

He reiterated reasons cited by IRAC for elimination of direct shortwave broadcasting in the plan, pointing out that in the 3.5 to 18 mc range, useful for long distance communication, the present assignments of the United States, Great Britain and Russia would absorb most of that span. He thought that from 18 to 25 mc might be assigned for shortwave if engineers felt efficient operation could be maintained.

Apropos of television, Comdr. Craven thought the IRAC plan of providing nine 6 mc channels between 54 and 108 mc was adequate, in view of the proposal that thirty 16 mc channels between 460 and 956 mc are provided for color television and that eventual use of an additional 16 mc channel between 508 and 524 mc is indicated when that band no longer is required for navigational aid. He asserted that the lower portion of the spectrum was only temporarily earmarked for television and that the RTPB panel expects video to go to the higher ranges.

Dr. B. E. Shakelford, of RCA, and Robert Shelby, of NBC, commented that the meager space allotted to television in the lower portion might tend to prevent introduction of full-scale television after the war. Previously William B. Lodge, acting director of engineering of CBS, had applauded the IRAC plan, pointing out that his company was interested in development of high-definition color television in the upper portion of the spectrum.

Mr. Cohan, who had vehemently protested the IRAC plan because of failure to provide for direct international broadcasting, stated following the Aug. 11-12 sessions that in his judgment IRAC 'not only fell down dangerously on its job, but if its report had been accepted by broadcasters without the strong arguments of only two of them (Mr. Lemmon and himself), IRAC would have caused the confiscation and wreckage of a ten million dollar, ten-year-old potent and forceful industry."

Text of the FCC order follows:

WHEREAS, the Commission is authorized and required by Section 303(c) of the Communications Act of 1934, as amended, to "assign bands of frequencies to the various classes of stations"; and

WHEREAS, the Commission is further authorized and required by Section 4 and 303 of the Communication Act of 1934, as amended, to "classify radio stations" and "prescribe the nature of the service to be rendered by each class of licensed stations"; "assign frequencies for each individual station and determine the power which each station shall use and the time during which it may operate"; "determine the location of classes of stations or individual stations"; "regulate the kind of apparatus to be used with respect to its external effects and the purity and sharpness of the emissions from each station"; "make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations"; "study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest"; "establish areas or zones to be served by any station"; "make such rules and regulations and prescribe such restrictions and conditions * * * as may be necessary to carry out the provisions of" the Communications Act, "or any international radio or wire communications treaty or convention"; and, "for the purpose of obtaining maximum effectiveness from the use of radio * * * in connection with safety of life and property * * * investigate and study all phases of the problem and the best methods of obtaining the cooperation and coordination of these systems"; and

WHEREAS, the Commission, the other interested Government departments, and the radio industry all recognize that a complete review of present allocations of bands of frequencies in the radio spectrum is necessary as a result of the important advances in the radio art which have been made during the war and the greatly increased demands for the use of radio; and

WHEREAS, it is essential in the interest of orderly planning that frequency allocations be determined before the manpower, materials and manufacturing facilities now devoted to war production become available for the production of civilian equipment; and

WHEREAS, the Commission, the Interdepartmental Radio Advisory Committee, and the radio industry, represented chiefly and the Radio Technical Planning Board, have for some time been conducting studies looking toward the reallocation of frequencies to the various services operating in the radio spectrum; and

WHEREAS, the Department of State has recently held conferences with interested agencies and parties and has announced that it desires that recommendations with respect to international agreement for the allocation of radio frequencies be available by December 1, 1944; and

WHEREAS, it is essential that the frequency requirements of the United States be determined before appropriate recommendations can be made looking toward international agreements; and

WHEREAS, the Commission is of the opinion that the most effective manner of discharging its responsibility for securing the data necessary to determine the frequency requirements of the United States non-governmental radio services is to hold formal hearings at which all interested persons may present their views;

NOW, THEREFORE, IT IS ORDERED this 15th day of August, 1944, that a hearing be held before the Commission *en banc* commencing at 10:30 a.m. on September 28, 1944, at the offices of the Commission in Washington, D. C. for the purpose of:

(1) Determining the present and future needs of the various classes of non-governmental services for frequencies in the radio spectrum from 10 kilocycles to 30,000,000 kilocycles with the view of ultimately assigning bands of frequencies to such services;

(2) Securing for the public and the Commission a clear understanding of the conflicting problems which confront the industry and the regulatory body in the application of frequencies to the service of the public;

(3) Encouraging experimentation along such lines as may be justified from the evidence presented at the hearing;

(4) Considering the allocation of frequencies to be proposed by the Radio Technical Planning Board;

(5) Considering the proposed allocation of the Interdepartmental Radio Advisory Committee dated June 15, 1944, insofar as it pertains to allocations to non-governmental services; and to obtain full information as to what recommendations the Commission should make to the Interdepartmental Radio Advisory Committee with respect to possible conflicts between the requirements of the non-governmental radio services and the proposed Interdepartmental Radio Advisory Committee allocations to the Government radio services;

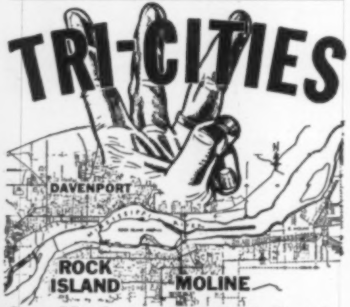
(6) Assisting the Government in its preparations for future International Conferences;

(7) Determining what recommendations, if any, the Commission should make to the Congress for the enactment of additional legislation on the matters covered by this order.

IT IS FURTHER ORDERED, that persons or organizations desiring to appear and testify shall notify the Commission of such intention on or before September 11, 1944, stating the names of all witnesses who will appear, the topic each will discuss and the time expected to be required for the testimony. Persons who intend to testify at the hearing should prepare exhibits which show the requirements for frequency bands and positions in the frequency spectrum for the service to which their testimony is directed and five copies of each exhibit should be furnished the Commission on or before Sept. 20, 1944.

A SIGN THAT
WHBQ
appreciates your
JUDGMENT
We take this path
To Thank
"STU" DAWSON
of
YOUNG & RUBICAM
for placing
Goodluck Margarine
on a
GOOD STATION
here in Memphis

DIXIE'S 24 hour station
Exclusive Memphis Station
to Present
ASSOCIATED PRESS NEWS
News Every Hour on the Hour
WHBQ
your MUTUAL friend
MEMPHIS, TENNESSEE
Represented by RAMBEAU



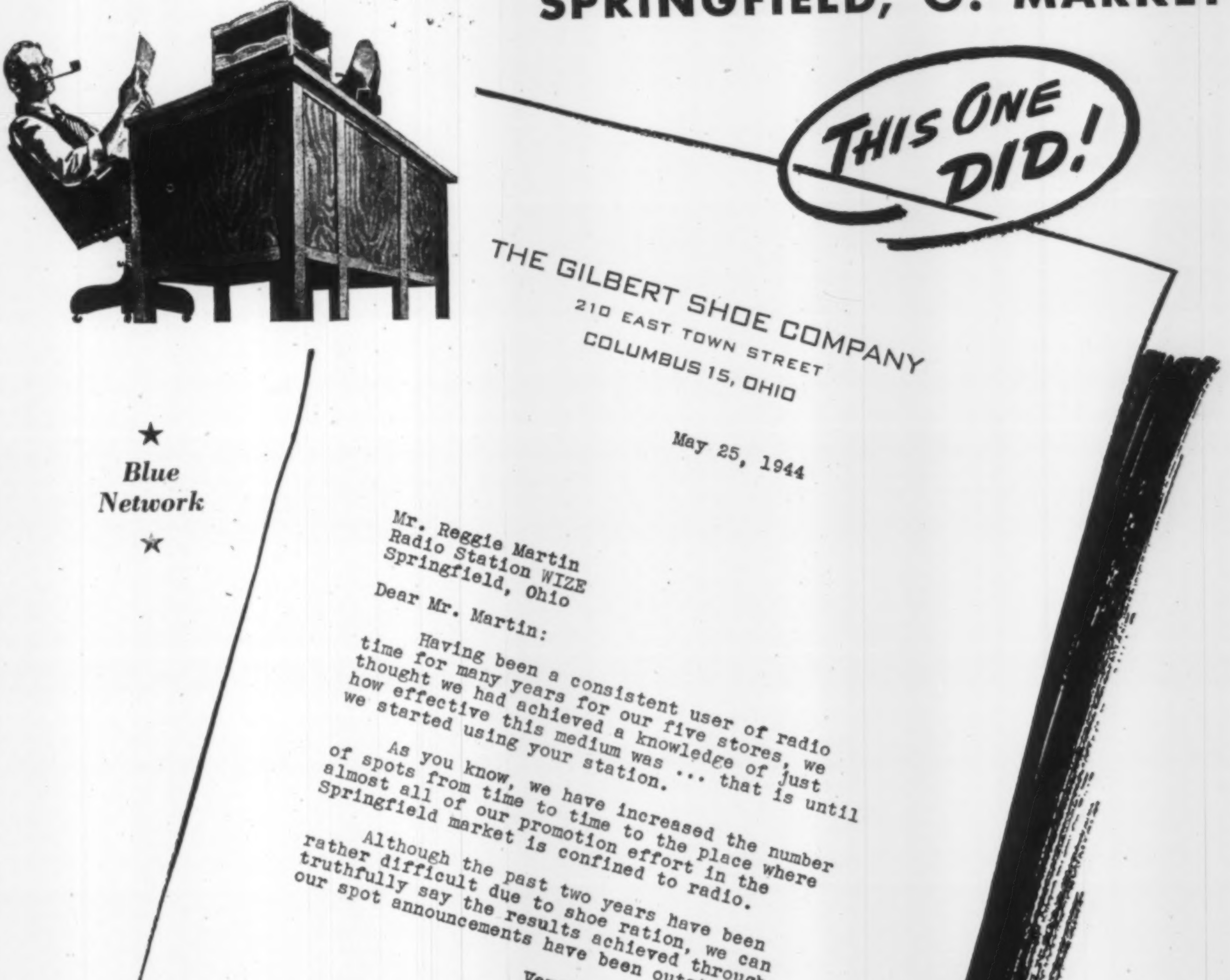
One Market...200,000 Pop.!

Just as the fingers form the hand to make one unit, Rock Island, Moline, and Davenport, joined together, form one big market . . . larger than Nashville, Des Moines, or Grand Rapids! TRI-CITIES is a sales leader, too . . . here families spend 23% more than the U. S. average . . . factory payrolls total nearly a BILLION dollars annually. So get "next" to these prosperous people with your sales message. Call on this popular "right-at-home" salesman. . . .

WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS
Howard H. Wilson Co., Nat'l Representatives

NBC AFFILIATED STATION
RICHMOND, VA.
WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE
5000 WATTS

IT'S A WIZE ADVERTISER WHO USES THE SPRINGFIELD, O. MARKET


THIS ONE DID!

THE GILBERT SHOE COMPANY
210 EAST TOWN STREET
COLUMBUS 15, OHIO

May 25, 1944

Mr. Reggie Martin
Radio Station WIZE
Springfield, Ohio

Dear Mr. Martin:

Having been a consistent user of radio time for many years for our five stores, we thought we had achieved a knowledge of just how effective this medium was ... that is until we started using your station.

As you know, we have increased the number of spots from time to time to the place where almost all of our promotion effort in the Springfield market is confined to radio.

Although the past two years have been rather difficult due to shoe ration, we can truthfully say the results achieved through our spot announcements have been outstanding.

Very truly yours.

Sam Sherman
Sam Sherman
District Manager

SS:rd

★
Blue Network
★

The above letter is typical of many we have in our files telling of the performance of WIZE as an advertising medium. Stories of advertisers using WIZE exclusively and doing an outstanding job economically and effectively. Remember, WIZE, is the advertising voice of Springfield . . . no other medium or outside station can fully reach this market.

Write today for availabilities.

WIZE
Springfield, Ohio

WEED & CO., NATIONAL REPRESENTATIVES

FIRST

with
NATIONAL
SPOT and
LOCAL
TIME
BUYERS

Not just this year—
But, every year.
Continuously

WRC

Represented by NBC Spot Sales
Washington

Radio Advertisers

LITTLE CROW MILLING Co., Warsaw, Ind., will begin sponsoring quarter-hour program, *Ol' Timers*, featuring Hal O'Halloran and Joe Rockhold, Oct. 2, five times weekly, 7:45-8 a.m., on WLS Chicago. Contract, for 26 weeks, was placed through Rogers & Smith Adv., Chicago.

ATLANTIC BREWING Co., Chicago (Tavern Pale Beer), renewed sponsorship of thrice-weekly, quarter-hour program, *Just for Fun*, featuring the Vagabonds, for 13 weeks, effective Aug. 7, on WMAQ Chicago. Agency is Campbell-Mithum, Chicago.

EMBASSY DAIRY Co., Washington, has renewed *Once Upon a Time*, live dramatic children's show, on WINX Washington for 13 weeks. Program is heard Saturdays 12:45-1 p.m. Agency is Lewis Ryan Adv., Washington.

COOLERATOR Co., Duluth, Minn. (refrigerators) has appointed Ruthrauff & Ryan, Chicago, to handle its advertising. Radio plans are said to be considered.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
N. B. C.

MISSISSIPPI
BUSINESS UP
223%

Using 1939-40 as 100 per cent, or normal, Mississippi business is up 223 per cent—averaging 13 per cent better each month during the 12-month period ending June 30, 1944.*

There are many reasons behind this constant upward trend of business in the "Magnolia State". Three of them are: Increased agricultural production, industrial activity, and the new sensational oil development. This latter promises to make Mississippi one of the greatest oil producing states in the Union.

Business in Mississippi will continue good, during and after the war. And WJDX—"the voice of Mississippi"—continues to DOMINATE this profitable and growing market.

*Mississippi Business Review.

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

Omit Flowers

"OMIT THE flowers . . . but remember, WWJ, America's pioneer broadcasting station, is beginning its 25th year as Detroit's first station," runs copy of an ad of WWJ Detroit, which shows a basket of flowers with a congratulatory card attached. George P. Hollingbery Co., advertising representative for WWJ, also is mentioned in the copy.

WESTERN UNITED DAIRY, Chicago, started sponsoring 39 time signals, thrice-weekly, Aug. 14, for 52 weeks on WMAQ WGN Chicago. Agency is Olian Adv., Chicago.

CHICAGO BOARD OF Underwriters, Chicago, on July 29 began one 25-word announcement, Saturdays 6:30 p.m. (CWT) on WLS Chicago. Contract, for 26 weeks was placed by Cunnyngham Adv. Co., Chicago.

CAL-WESTERN MFRS., Los Angeles (liquid cleaner), in a test campaign, on Aug. 8 started using weekly station break announcements on KECA Los Angeles. Agency is Pacific Adv. Service, Los Angeles.

HIRAM WALKER Inc., Detroit (Imperial whisky) has appointed Foote, Cone & Belding, Chicago, to handle its advertising as of August 4th. No radio is planned at present.

SERVEL INC. has appointed Gilbert Schade to the advertising and sales promotion department. Mr. Schade was formerly with United Aircraft, Silex Coffeemaker Co. and the John B. Fairbairn Agency of Hartford.

BRYS, Memphis department store is sponsoring two programs, *Spotlight on Rhythm* heard Monday through Friday and a weekly evening show, *Wednesday Evening at Home* on WHBQ Memphis. Perel & Lowensteen, Memphis jewelers, is sponsoring the *Voice of Experience* weekly quarter-hour transcribed show and J. Goldsmith & Sons is sponsoring *Betty & Bob*.

M. LOUIS PRODUCTS Co., New York (Eggnog Shampoo), has named Hirshon-Garfield, Inc., New York as advertising representatives. Plans are said to include radio.

STANDARD RADIO, Hollywood, arranged 1177 transcriptions of animated cartoon artist, Walt Disney's musical score, "*The Three Caballeros* for distribution to radio stations throughout North and South America, and versions in English, Spanish and Portuguese, are being shipped to England, Australia, India, Spain and Portugal.

General Foods Lineup

GENERAL FOODS Corp., New York, in resuming *Maxwell House Coffee Time* on NBC Thursday, 8-8:30 p.m. Aug. 31, with Frank Morgan as star will present a show built around "The Mighty House of Morgan," with Robert Young as m.c. and supporting cast including Cass Daley, as Morgan's niece, Eric Blore, as butler, and Carlos Ramirez, baritone, as a Latin-American protege. Al Sack's orchestra will supply the music, with Miss Daley and Mr. Ramirez doing the vocals. Harlow Wilcox continues as announcer. Title of General Foods new CBS program featuring Fanny Brice, formerly starred with Frank Morgan on NBC will be *Toasties Time*, and will be heard on CBS 6:30-7 p.m., starting Sept. 17. Agency is Benton & Bowles, N. Y.

HISTEX Corp., Chicago, on Aug. 14 started 46 spot announcements for three weeks on WLS Chicago through Roche, Williams & Cleary, Chicago.

PABST SALES Co., Chicago, has changed the title of its CBS program from *Blue Ribbon Town* to *The Kenny Baker Program*, following selection of the singer as star of the show to succeed Groucho Marx.

ORANGE CRUSH Co., Chicago, has named J. Walter Thompson Co.'s office in Santiago, Chile, to handle advertising in that country for Orange Crush, soft drink.

FORD MOTOR Co., Detroit, has appointed the Buenos Aires office of J. Walter Thompson Co., New York, to handle its Argentinian advertising, effective Oct. 1.

CALTEX KNITTING MILLS, Los Angeles, has appointed John H. Riordan Co., Los Angeles, to direct its advertising.

McCALL Corp., New York, has appointed Grant Adv., New York, to handle advertising for *Redbook*.

CAMPBELL SOUP Co., Camden N. J., as part of a spot campaign for its soup products, has signed a 52-week contract with WQXR New York for a total of 63 station breaks weekly, effective Oct. 1. Agency is Ward Wheelock Co., Philadelphia.

GENERAL FOODS Corp., New York, has signed a contract with WQXR New York for a thrice-weekly quarter-hour luncheon concert to promote Bakers Cocoa starting Oct. 30. Future radio advertising plans for the product have not been determined.

SHART & SHEARER, Reading, Pa., has appointed Blaine Thompson Co., New York, to handle advertising for Sharp's Cough Drops. National Spot campaign starts Oct. 21.

1480 Kilocycles
Full Time Operation
WHOM
FOR BETTER THAN AVERAGE RESULTS
Joseph Lang, Gen. Mgr.
New York Studios: 29 West 57th Street, New York City

YOU CAN BE "TOP KICK" IN A MARKET OF A MILLION!*

There is an easy way to get the kind of rating you like with the kind of audience you want. Use WFBR . . . with confidence!

Our solid standing with the Baltimore radio audience wasn't handed to us on a silver platter. 22 years of sincere public service did it . . . and the kind of programming that makes Baltimoreans feel that WFBR is their own station.

But that isn't all . . . our audience has also come to know the station *personally.* Over 75,000 visit our big, comfortable, modern studios every year. *No other Baltimore station can make this statement!*

Our public relations job is tops, too. So good that Baltimore Radio Editors and "Billboard" magazine recently rated us *first* in Baltimore! Yes, our audience believes in us. That is why you can be "top kick" in this market of a million . . . when you use WFBR.

•

RADIO CENTRE, BALTIMORE-2, MARYLAND
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

ANOTHER GOOD REASON WHY** **WFBR** ***IS YOUR BEST BALTIMORE BUY!

HEADS or TAILS

NOT THIS!

Time is not bought by the flip of a coin, nor do listeners tune in their radio programs by that method. It's the flip of the dial, rather than the coin, that makes or breaks radio campaigns.

SO WHAT?

Just this! That experience, rather than chance, has made WMMN the favorite radio station among a million or more people who make up one of America's Greatest Direct Response Audiences.

WE GET RESULTS!

ASK A BLAIR MAN

Columbia Network

5,000 WATTS

A FORT INDUSTRY STATION

WMMN

FAIRMONT, W. VA.

Agencies

E. L. BAUMILLER, assistant media director of Pedlar, Ryan & Lusk, New York, for the past two years, has been appointed media director, in charge of all radio and publication media buying. Before joining PR&L, Mr. Baumiller was associated for 11 years with McCann-Erickson Inc., New York, where he spent most of his time as buyer in the media department. Agency's radio executive setup now includes, in addition to Mr. Baumiller, Ted Sisson, as radio director, and Mary Dunlavey, as chief timebuyer.

MIGUEL DE LA CRUZ, formerly a writer at NBC and associated at one time with the Chilean Line, has joined J. Walter Thompson Co., New York. He has left for the agency's Chilean office where he will serve as assistant manager. Robert T. Lund, account representative in the agency's international department, left last week for Cuba and Central America, where he will confer with distributors of products handled by JWT on advertising activities, and will make a general survey of markets and media including radio.

PERSONAL PRODUCTS Corp., New York, has appointed N. W. Ayer & Son, New York, to handle advertising for Loress Facial Tisues.

NEG MOONETT, former San Francisco writer-producer, has joined Dan B. Miner Co., Los Angeles agency, as continuity head and producer.

LYNNE IVERSON CARNELL, formerly with Donald K. Morrison and J. R. Hamilton agencies, Chicago, recently joined the copy staff of Lawrence I. Everling, Philadelphia.

A 50,000 watt audience *at a* 250 watt rate

C. E. HOOPER
April-May, 1944

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

TAKE A LOOK AT THE RECORD
That's All We Ask!

WGRC
Mutual

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith-*National Representatives*

PORING OVER promotion presentations submitted by Blue Network stations for the *Breakfast Club* contest, in which first prize of $500 in war bonds was awarded to WISH Indianapolis, are (l to r) judges John Urice, account executive of J. Walter Thompson Co.; E. J. Huber, sales promotion manager of the Blue central division; William Kutsch, advertising manager of the Hammond, Ind. bacon division of Swift & Co.; Don McNeill, m.c. of the *Breakfast Club*; E. R. Borroff, vice-president in charge of the Blue central division; Merritt R. Schoenfeld, assistant general manager of the Blue central division; Joe Hartenbower, sales manager of central division of the Blue Network.

WINIFRED LENIHAN, producer at the Blue Network, is joining the daytime radio program division of Young & Rubicam, New York, in a story-editor capacity. She will serve as assistant to Car Irwin, director of daytime radio.

ROBERT NYE, Hollywood producer of Foote, Cone & Belding and son of Senator Gerald Nye, married Betty Brewster of that agency in Glendale, Cal., Aug. 11.

NEAL NYLAND, formerly advertising manager of Nash Motors Corp., previously in charge of advertising and public relations of the Plymouth division of Chrysler Corp., has joined Benton & Bowles, New York, as an account executive. He will work on the Bituminous Coal Institute account.

ERIC AINSWORTH, formerly in charge of merchandising and research operations of Benton & Bowles, New York, more recently associate advertising manager of Schenley Distillers Corp., New York, has joined Duane Jones Co., New York, as merchandising director.

EDWARD M. CHAFFEE, representative of N. W. Ayer & Son, has transferred from the agency's Philadelphia office to the Detroit office.

ART DALY, West Coast manager of William H. Weintraub & Co., is the father of a boy.

DONN DeESSEE has succeeded Jay Hulbert as account executive of McCann-Erickson, Portland, Ore. Latter resigned to become associated with advertising department of Safeway Stores Inc.

Y & R Names Two

YOUNG & RUBICAM, New York has named Harold E. Weinholtz, formerly in the Philadelphia office of N. W. Ayer & Son, as space buyer and forwarder. In his new post Mr. Weinholtz will devote his entire efforts to handling and placing of export advertising. At the same time, Young & Rubicam appointed William D. McCuaig to the international division as contact man and consultant on Latin American radio. Mr. McCuaig comes directly from the Algiers outpost of the OWI.

KANSAS CITY branch of Abbott Kimball Co., New York, which took over the David B. Mindlin Advertising Agency [BROADCASTING, July 17], will be known as the Abbott Kimball Co. Inc. of Missouri, with Mr. Mindlin serving as president. Accounts and personnel of the Kansas City agency remain the same. Abbott Kimball moves its Chicago offices from 1443 Merchandise Mart to 333 N. Michigan Ave.

MRS. PEARL B. CAMERON, formerly in charge of all advertising production for Union Oil Co. of California, has been appointed production manager of West-Marquis, Los Angeles agency. She succeeds Dorothy Freeman, now production manager of Hillman-Shane-Breyer.

JOHN M. LUPTON, formerly advertising and sales promotion manager of Associated Business Papers, has organized the John Mather Lupton Co. as an agency specializing in industrial accounts.

JOHN PEARSON Co., Chicago, has assumed representation of KWNO Winona, Minn., 250 w, 1230 kc, and KWLM Willmar, Minn., 250 w., 1340 kc.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

Philip Laeser Is Named To New WMFM Post

PLANNING for Postwar television, the *Milwaukee Journal* has appointed Philip Laeser as FM-Television Engineering Supervisor. Mr. Laeser is a former WMFM transmitter supervisor for the Journal. Alva Van Alstyne, who was previously a WMFM transmitter engineer is now WMFM chief transmitter engineer.

The *Journal* started experiments with television in 1931, on the top floor of a Milwaukee hotel. In February, 1941, an experimental television license, W9XMJ was granted. A television tower was added to the Journal's Radio City in 1942, with complete facilities for control room and studios.

in the CONTROL ROOM

DONALD I. MASSEY, formerly of the transmitter maintenance staff of WPTF Raleigh, N. C., has been added to the station's control room staff.

JULIAN BRUCE MYERS, for the past several years a monitoring officer for the FCC, has joined CBS technical operations department as a maintenance and construction technician. He was formerly with the U. S. Army Signal Corps, from which he received an honorable discharge.

WILLIAM VASSAR, for three years with Crosley Corp., Cincinnati, as supplier contact engineer and more recently as chief engineer of engineering services, has returned to Emerson Radio & Phonograph Corp., New York, as administrative assistant to Dorman D. Israel, vice-president in charge of engineering and production.

MILTON BRITTAIN, formerly with the Indiana Highway Comm., has joined WAOV Vincennes, Ind. as transmitter operator. Jack Flory of the transmitter staff expects to be inducted shortly.

CLARK SANDERS field engineer of KGO San Francisco has been appointed to the Blue Network's overseas staff. He will leave shortly for duties in the Pacific.

BILL HANSON, operator-announcer at KWIL Albany, Ore. has taken over the duties of Herb Davidson, chief engineer, who has left to enter the Navy.

DIBBS WOODS, formerly control operator of CKY Winnipeg, is now with the Canadian Army Overseas.

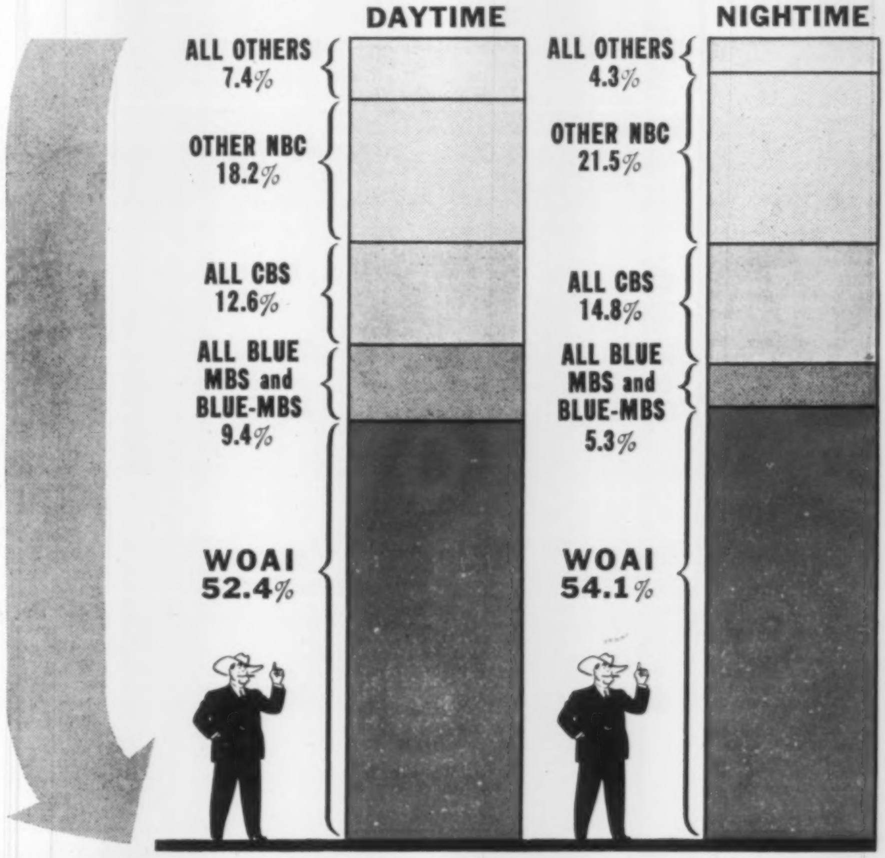
NEPHI SORENSEN and Jim McGraw, technicians at KDYL Salt Lake City, Utah have formed their own firm, Radio & Television Engineering Co., Salt Lake City, with a view to alleviating the radio service situation there.

New Zealand Scheme

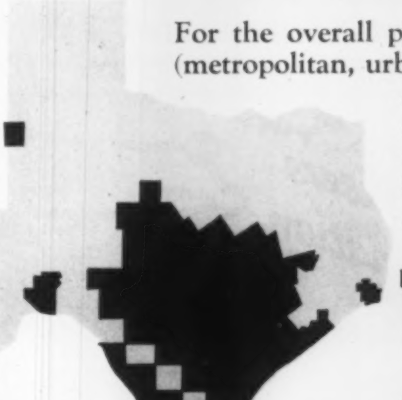
ADVERTISING agencies and national advertisers of New Zealand are expressing alarm over the plan of the Government controlled broadcasting service (commercial division) to purchase direct from the producers all transcribed features to be broadcast over the Government controlled networks. It is assumed that the Service is building up an extensive library of features to be available to sell to sponsors, and simultaneously, to reduce sponsor costs by eliminating agency commissions. New Zealand agencies and advertisers fear a monopoly will grow out of the plan.

Dominant
IN THE RURAL MARKET

Both day and night, WOAI is first preference with more than 50% of the rural audience, in 78 counties in the station's primary area. Percentages are from a postcard-questionnaire survey conducted by Ernst & Ernst - Spring, 1944.



For the overall picture of WOAI's dominance of its market (metropolitan, urban and rural) be sure to see next week's issue of Broadcasting. These charts make it crystal-clear why, year after year, WOAI sells more merchandise to more people in Central and South Texas than any other station - at a lower cost per sale!



WOAI
50,000 WATTS
CLEAR CHANNEL
NBC - TQN
San Antonio
Represented Nationally by EDWARD PETRY & COMPANY
THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WPTF Raleigh, N. C.

Wm. B. Reilly Co., New Orleans (Luzianne Coffee), 9 *sa* weekly, 52 weeks, thru Walker-Saussy, New Orleans.

Southern Bell Telephone Co., Atlanta, 5 *sa* weekly, 52 weeks, thru Robert H. Scott Co., Atlanta.

W. B. Caldwell Co., Monticello, Ill. (syrup of pepsin), 10 *ta* weekly, 52 weeks, thru Sherman & Marquette, Chicago.

Brock Candy Co., Chattanooga, Tenn. (candy bars), 7 *sa* weekly, 52 weeks, thru Liller, Neal & Battle, Atlanta.

Mentho-Mulsion Co., Atlanta (mentho-mulsion), 3 *t* weekly, 26 weeks, thru Dillard E. Jacobs Agency, Atlanta.

Progressive Farmer Ruralist & Publishing Co., Birmingham (magazine), 5 *t* weekly, thru Albert Sidney Noble Inc., N. Y.

Vick Chemical Co., Greensboro, N. C., 5 *ne* weekly, 26 weeks, thru Morse International, N. Y.

Smith-Douglas Co., Norfolk, Va. (fertilizer), 5 *ne*, 39 weeks, thru Courtland D. Ferguson Inc., Richmond.

WFIL Philadelphia

Brentwood Sportswear Co., Philadelphia (sportswear), 3 *sa* weekly, thru Harry Feigenbaum, Philadelphia.

Winfield Donat Co., Philadelphia (Zenith Hearing Aid), 7 *sa* weekly, 13 weeks, thru Charles Cassidy, Philadelphia.

Swift & Co., Chicago (Bland Lard), 3 *sa* weekly, thru J. Walter Thompson Co., N. Y.

General Electric Co., Cleveland (Mazda lamps), 2 *sa* weekly, 52 weeks, thru BBDO, N. Y.

United Wallpaper Industries, Chicago (Trimz), 3 *sa* weekly, 52 weeks, thru MacFarland-Aveyard, Chicago.

MacDonald & Campbell, Philadelphia (men's store), *sa* weekly, 52 weeks, thru H. M. Dittman, Philadelphia.

Blauner's, Philadelphia (department store), 3 *sa* weekly, 13 weeks, thru Stewart-Jordan, Philadelphia.

Dr. D. Jayne & Son, Philadelphia (Dr. Jayne's Cough Syrup), 6 *ne* weekly, 26 weeks, thru J. M. Korn, Philadelphia.

Erlanger Brewing Co., Philadelphia, 3 *sp* weekly, 52 weeks, thru J. M. Korn, Philadelphia.

WOAI San Antonio

Crowell Publishing Co., New York (*Collier's*), *sa*, thru Arthur Kudner Inc., N. Y.

Marlin Firearms Co., New Haven (razor blades) *t* weekly, 13 weeks, thru Craven & Hedrick, N. Y.

Rit Products, Chicago (dye), *t* weekly, 26 weeks, thru Earle Ludgin & Co., Chicago.

Campbell Cereal Co., Minneapolis (Malto-meal), *sp*, thru Campbell-Mithun, Minneapolis.

Byer-Rolnick Co., Garland, Tex. (hats), *sa*, 39 weeks, direct.

Planters Nut Co., Wilkes-Barre, Pa. (peanuts), *ne*, 52 weeks, thru Goodkind, Joice & Morgan, Chicago.

Humble Oil & Refining Co., Houston, *sp*, thru Franke-Wilkinson-Schiwetz, Houston.

KHJ Hollywood

Sweets Co. of America, New York (Tootsie Rolls), 5 *sp* weekly, 52 weeks, thru Duane Jones Co., N. Y.

Wilbert's Products, New York (floor wax), 3 *sp* weekly, 13 weeks, thru Duane Jones Co., N. Y.

Colonial Dames Corp., Los Angeles (cosmetics) 2 *sa* weekly, 52 weeks, thru Glasser-Gailey & Co., Los Angeles.

Telex California Co., Los Angeles (hearing aids), *sp* weekly, 26 weeks, thru Henry W. Welch Adv., Los Angeles.

Victory Packing Co., Los Angeles (Meat-Y-Fresh dog food). 5 *sp* weekly, 13 weeks, thru David Dans, Los Angeles.

KNX Hollywood

Bekins Van & Storage Co., Los Angeles (moving, storage), *sa*, 52 weeks, thru Brooks Adv., Los Angeles.

Fox West Coast Theatres, Los Angeles (motion pictures), *sa*, 52 weeks, thru Western Adv., Los Angeles.

Kerr Glass Mfg. Corp., Los Angeles (Mason jars), 6 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.

KECA Los Angeles

Cal-Western Mfgrs., Los Angeles (cleaner), *sa* weekly, 13 weeks, thru Pacific Adv., Los Angeles.

Daily Made Pet Food Mfg. Co., Los Angeles (dog food), 2 *sa* weekly, 13 weeks, thru Pacific Adv., Los Angeles.

Loew's Inc., New York (institutional), 13 *sa* weekly, 52 weeks, thru Donahue & Coe, N. Y.

KRGV Weslaco, Tex.

H. L. Shaw & Sons, New York (soapless suds), 9 *sa*, thru L. H. Hartman Co., N. Y.

Rath Packing Co., Waterloo, Ia. (luncheon meat), 18 *ta*, thru Young & Rubicam, Chicago.

KYW Philadelphia

Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 416 *ta* yearly to May 31, 1946, and 156 *t*, thru MacFarland-Aveyard, N. Y.

Morton Salt Co., Chicago (Morton Salt), 5 *sa* weekly, thru Kenyon & Eckhardt, N. Y.

Musterole Co., Cleveland (Musterole), 30 *sa*, thru Erwin, Wasey & Co., N. Y.

Crowell-Collier Publishing Corp., New York (*Collier's*), 39 *ta*, 130 *sa*, 13 weeks, thru Arthur Kudner Inc., N. Y.

Appalachian Peach Council, Washington, D. C., 2 *ta* weekly, thru Lewis Edwin Ryan, Washington, D. C.

Lever Bros, Cambridge, Mass. (Rinso), 8 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

Great Atlantic & Pacific Tea Co., New York (peaches), 14 *sa*, thru Paris & Peart, N. Y.

Taylor Reed Corp., Mamaroneck, N. Y. (Coco-Marsh Chocolate Mix), *sp* weekly, thru Ruthrauff & Ryan, N. Y.

United Wall Paper Factories, Chicago (Trimz), 3 *sa* weekly, 52 weeks, thru MacFarland, Aveyard, Chicago.

KGER Long Beach, Cal.

Crowell Publishing Co., New York (*Collier's*), 52 *sa*, thru Arthur Kudner Inc., N. Y.

Chattanooga Medical Co., Chattanooga (Black Draught), 65 *sa*, thru Nelson Chesman Agency, Chattanooga.

William Wrigley Co., Chicago (chewing gum), 192 *sa*, thru Ruthrauff & Ryan, Chicago.

KFI Los Angeles

Food Service Management Co., Los Angeles (ice cream), 5 *sp* weekly, 52 weeks, thru Advertising Arts Agency, Los Angeles.

RCA Honored

RCA LABS at Princeton were honored by the Industrial Incentive Division of the Navy last week for their development of radio devices which "at first checked and then started the enemy down the road to total defeat". Ceremonies were broadcast on WCAU Philadelphia during *A Salute to Uncle Sam's Industries* program. Representing RCA were E. W. Engstrom, research director of the RCA Labs; Dr. W. D. Hershberger, shortwave radio and radar expert; John Evans, radar division.

CHICAGO RESUMING FM SCHOOL OUTLET

WBEZ, FM station owned and operated by the Radio Council of the Chicago Public Schools, returns to the air Sept. 18, operating from 9:30 a.m. to 3:15 p.m. each school day, according to George Jennings, station manager and acting director of the Radio Council.

Programs are designed for general and classroom listening. Broadcasts will be released over WIND and WJJD Chicago for the eighth consecutive year. Transcriptions will be made for later broadcasts throughout the day on WBEZ. News commentators from Mutual, schooltime programs from WLS Chicago, selected shows from the Blue, NBC, CBS, BBC will supplement the Council broadcasts.

Audiences of 230,000 children listen to the station in the classrooms of the Chicago schools during an average week of the school year. The station's staff under the direction of George Jennings is comprised of Elizabeth E. Marshall, program director; Robert R. Miller, production head; Emil H. Andersen, chief engineer.

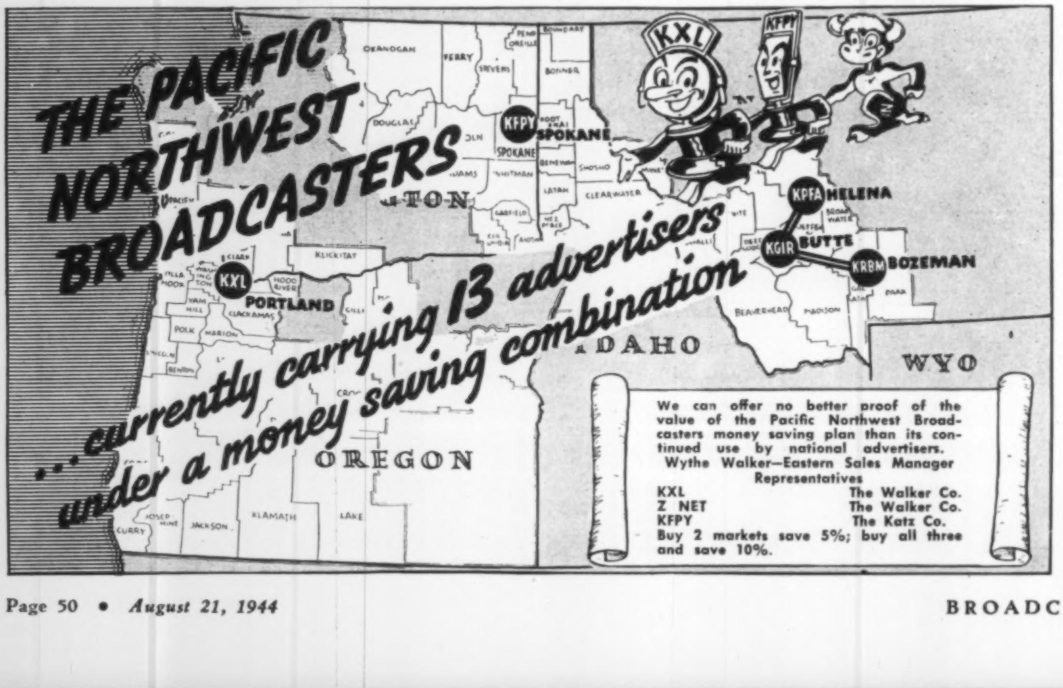
Luft Co. Sponsors Shows On Blue, Mutual Nets

GEORGE W. LUFT Co., New York, manufacturers of Tangee cosmetics, will sponsor Paul Winchell, ventriloquist, and his dummy "Jerry Mahoney" as co-star with Sammy Kaye, band leader, in a new program starting Aug. 24 on 80 MBS stations Thursday, 8:30-9 p.m. Company will be directing its sales messages through two separate programs, both featuring the same star, with *Sammy Kaye's Tangee Serenade* continuing for Luft on 171 Blue stations, Sunday, 1:55-2 p.m.

As a variety show the Mutual program will aim at a different audience from the Blue Sunday period of popular music. Top satisfaction with Kaye was said to be the reason for doubling up on talent for two network audiences. Talent on the *Tangee Program* on MBS will include a quartet, the Kaye Choir, and the "Three Kaydets". Tangee satin-finish lipstick will receive primary promotion on the Mutual series, while Tangee petal-finish face powders will continue to be highlighted on the Blue. Agency is Warwick & Legler, New York.

Blue Denies Libel

BLUE NETWORK Co. filed an answer in the United States District Court last week, denying it had committed libel or slander against George Washington Robnett, executive secretary of the Church League of America, who had filed a $1,000,000 libel suit against the network naming the Andrew Jergens Co. and Walter Winchell. The answer also contended that Robnett had not requested a retraction of the alleged libel or slander, and therefore is not entitled to maintain his court action. The network stated the broadcasts were transmitting "a fair and accurate report of facts and conditions that had already taken place and with no intent of libeling or slandering Robnett." Suit was based on Mr. Winchell's broadcast on the book *Under Cover*.



We can offer no better proof of the value of the Pacific Northwest Broadcasters money saving plan than its continued use by national advertisers.
Wythe Walker—Eastern Sales Manager
Representatives
KXL The Walker Co.
Z NET The Walker Co.
KFPY The Katz Co.
Buy 2 markets save 5%; buy all three and save 10%.

Have you Explored CANADA?

AT the dawn of Canada's history, dreams of wealth brought trappers and fur-traders who scoured this vast new territory. They coursed unmapped waterways, trod uncharted land, opening up new frontiers of trade and commerce. And so was passed the first milestone on Canada's road to industrial prominence.

Today, Canada ranks high in the world of business—her natural and financial resources are almost unlimited. In peacetime tomorrow will come developments beyond any yet dreamed of. Those who lay the foundation now will reap the greatest rewards in the years to come.

Canada's richest market can best be reached through CFRB, Toronto. This station has a listenership that is consistently higher, on a daily average, than any of the three other stations in this important area. Those who know Canada select CFRB—basing their choice on *results.*

CFRB

TORONTO 860 KC

it's
cheaper
to
sell
Durham★
with
WDNC

COLUMBIA NETWORK
CBS
★NORTH CAROLINA
Represented by Howard H. Wilson Co.

WAC Drive

(Continued from page 9)

other campaigns but other allocations will likely be arranged should War Dept. needs justify them.

News of the War Dept. action was greeted with expressions of delight in broadcasting circles, the consensus of opinion being that in obtaining a slice of the WAC advertising budget radio was given its proper and deserved recognition as a major advertising medium. Particular satisfaction was felt in many quarters that small stations especially will benefit from purchase of time by the Government.

Lewis H. Avery, NAB Director of Broadcast Advertising, whose efforts to have radio included in the WAC advertising program received wholehearted support of stations, told BROADCASTING he wanted to be "among the first to urge all radio stations to support this important Government program as they have never supported it before—regardless of how well they have previously cooperated.

"There is a big job to be done," he added, "and I know that radio can do it."

EXPERIENCES on battlefronts throughout the world are related by Tom Treaner, NBC war correspondent, in a new book entitled *One Damn Thing After Another*. [Doubleday, Doran & Co., New York, $2.50].

WCBM BLUE
Blue WCBM
A Quality Station
with MASS APPEAL
in a RICH MARKET
WCBM
BALTIMORE
The BLUE NETWORK Station
JOHN ELMER, President
GEO. H. ROEDER, General Manager
FREE & PETERS, INC.
Exclusive Nat'l Representatives

TEXT OF Y&R STATEMENT

YOUNG & RUBICAM is today (Aug. 18) sending the following telegram to all radio stations in the United States:

"War Dept. approved Young & Rubicam WAC recommendation for four weeks schedule starting Sept. 4 for one one-minute and one station break transcribed announcement between 6 and 10 p.m. local time five days per week Mondays through Fridays cancellable on two weeks notice. If you accept paid Government advertising please wire us today best times you can make available with preceding and following programs and hold pending our selection. Representatives being told about this wire sent you in interest of speedy action required." Carlos A. Franco, Young & Rubicam.

The schedule was approved by the War Dept. following recommendations made by Young & Rubicam.

Under the plans one 15-second break and one one-minute spot announcement, five days a week, Monday through Friday, will be scheduled for a period of four weeks beginning Sept. 4. The spots and breaks are recorded and tie in closely with newspaper, magazine and outdoor advertising already announced.

The introduction of radio into the WAC program during the first four months of the campaign completes the original recommendation of Young & Rubicam. The action follows the finding that a substantial number of broadcasters are ready to accept paid Government advertising. No curtailment of advertising in other media is contemplated.

HEARINGS AUG. 28 ON DISC TURNERS

THE NATIONAL Labor Relations Board will begin hearings Aug. 24 in New York to determine the question of jurisdiction over platter turners in NBC and Blue owned stations by the National Assn. of Broadcast Engineers & Technicians. Sessions will take place at 120 Wall Street. James Paradise, examiner, will preside.

NLRB will inquire into NABET's jurisdictional claims in two network-owned stations in Chicago where members of the AFM are now operating turntables. NABET contends the networks violated their contracts with the technicians in giving platter turner functions to the musicians.

It is expected that officials of the networks, the AFM and the IBEW, which has jurisdiction over turntables at CBS owned stations, will be called to the hearings.

Blue Affiliates Meet

EDWARD J. NOBLE, board chairman, Blue Network; Mark Woods, president; Chester J. Laroche, chairman of the executive committee; and Edgar Kobak, executive vice-president, will address the meeting of Blue affiliates to be held at the Palmer House, Chicago, Aug. 28. In the morning the Blue station planning and advisory committee will meet and in the evening Mr. Noble will entertain the network's affiliates at a dinner.

CHNS
HALIFAX
NOVIA SCOTIA
The Busiest
Commercial
Radio Station
of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York

Stringer Honored

THE CERTIFICATE of Appreciation of the Chief Signal Officer will be awarded Arthur Stringer of the NAB headquarters staff at the NAB Executives War Conference in Chicago next week for his efforts in recruiting Signal Corps Reserves. A citation was received from Maj. Gen. H. C. Ingles, Chief Signal Officer. The Certificate will be formally awarded Mr. Stringer by Col. Leland H. Stanford, Chief Signal Officer, 6th Service Command.

Fly to Address AFRA

FCC CHAIRMAN James Lawrence Fly on Aug. 26 will address a dinner meeting of the Annual Convention of the American Federation of Radio Artists to be held Aug. 25-27 at the Hotel Collier, Cleveland. Chief convention business will be a discussion of the unions' codes for network commercial and sustaining programs and for transcriptions, all of which will come up for renewal Nov. 1.

U. S. Steel Considers

U. S. STEEL Corp., New York, is negotiating for a network program featuring past and current productions of the Theatre Guild, New York, according to the theatrical production organization. Neither U. S. Steel nor BBDO, New York, agency in charge, would comment on the report, however.

RADIOMARINE Corp. of America has received from the Maritime Commission a third gold star to be added to its maritime "M" pennant, for continued achievement in production. Charles J. Pannill, president, was notified of the award last week.

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

what makes a . . .

EXCLUSIVE

SHOWIEST gadabout of the insect domain, the Butterfly is EXCLUSIVE because of its brilliant coloring . . . and because of its variety of appearance. Its rainbow hues are due to a covering of scales, overlapping like shingles on a roof, protecting as well as beautifying. Flying by day, with wings held vertically, the Butterfly lays claim to 10,000 species in the United States alone.

CONSTANT champion of FM . . . the Voice of Tomorrow Today . . . in the Kansas City Area, K-O-Z-Y is EXCLUSIVE because it is an "already-tested" outlet, in a top market, capable now of proving that . . . FM-wise . . . "Everything is KOZY in Kansas City". Do you want PLUS COVERAGE of people who think in terms of PLUS VALUES? Write for Rate Card 3!

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area

Duncan to WLW

J. R. DUNCAN, television engineer since 1931, has rejoined the staff of WLW Cincinnati as chief television engineer. Shortly after graduation from Oklahoma A&M College he was employed by RCA Camden engineering laboratories. He is the inventor of the blocking tube oscillator. He later worked with Philco Radio & Television Corp., and the Midland Television Co., of Kansas City as chief television engineer.

KEYSTONE Broadcasting System has acquired three additional affiliates, KPLT Paris, Tex., KRIC Beaumont, Tex., and WDWS Champaign, Ill.—making a total of 206 KBS stations.

Public Notice on Sept. 28 Hearing

FOLLOWING is the full text of the FCC's Public Notice on procedure to be followed at the Sept. 28 hearing of frequency allocation:

No. 77289
PUBLIC NOTICE

Docket No. 6651. August 17, 1944

In the Matter of allocation of Frequencies to the Various Classes of Non-governmental services in the radio spectrum from 10 kc, to 30,000,000 kc:

Notice is hereby given of the procedure to be followed at the hearing of the Commission to be held in the offices of the Commission in Washington, D. C., beginning at 10:30 a.m. Sept. 28, 1944, pursuant to the order of the Commission dated Aug. 15, 1944, in Docket No. 6651.

1. As stated in the Commission's order of Aug. 15, persons or organizations desiring to appear and testify at the hearing shall notify the Commission of such intention on or before Sept. 11, 1944, stating the names of all witnesses who will appear, the topic each will discuss and the time expected to be required for the testimony. Persons who intend to testify at the hearing should prepare exhibits which show the requirements for frequency bands and positions in the frequency spectrum for the service to which their testimony is directed and five copies of each exhibit should be furnished the Commission on or before Sept. 20, 1944. In addition, parties should be prepared to present 20 additional copies of all exhibits at the time when they are offered for the record.

2. The Commission will first receive testimony from the Radio Technical Planning Board as to its proposal for the allocation of frequencies to the non-governmental radio services.

3.The Commission will then proceed to receive testimony with respect to the needs of the various individual services both from the Radio Technical Planning Board representatives and from all interested parties. For purposes of convenience of presentation only, the radio services are divided as follows:

(1) Standard Broadcast
(2) High Frequency (FM) Broadcast
(3) Non-Commercial Educational Broadcast
(4) Television Broadcast
(5) Facsimile Broadcast
(6) International Broadcast
(7) Other Broadcast Services (including relay, pick-up, and studio-transmitter-link)
(8) Fixed Public Services (other than Alaskan)
(9) Coastal, Marine Relay, Ship, Mobile Press, and Fixed Public Service in Alaska
(10) Aviation Services
(11) Police, Fire and Forestry Services
(12) Special Emergency, Provisional and Motion Picture Services
(13) Special Services (geophysical, relay press)
(14) Amateur
(15) Industrial, Scientific, and Medical Services
(16) Relay System (Program and Public and Private Communication)
(17) New Radio Services—In addition to receiving testimony on the above established radio services, the Commission will receive testimony on the question of whether any new radio services not heretofore recognized should be provided for in any frequency allocation.

4. As soon as notices of appearances are received from persons and organizations desiring to present testimony, the Commission will issue a further notice indicating the order in which the requirements of the various above-named services will be considered. An effort will be made to arrange the order of appearances so as to permit all related services to be heard as nearly as possible at the same period of the hearing.

5. Persons appearing before the Commission at the hearing in behalf of a particular service should be prepared to furnish information at least on the following subjects:

Evaluation of Services from the Standpoint of Public Need and Benefit

(a) The dependence of the service on radio rather than wire lines.

(b) The probable number of people who will receive benefits from the service.

(c) The relative social and economic importance of the service, including safety of life and protection of property factors.

(d) The probability of practical establishment of the service and the degree of public support which it is likely to receive.

(e) The degree to which the service should be made available to the public, that is, whether on a limited scale or on an extended competitive scale.

(f) Areas in which service should be provided and, in general, the points to which communication must be maintained.

(g) When it is proposed to shift a service from its present location in the spectrum, data should be presented showing the feasibility and cost of the shift, particularly with respect to the technical, economic and other considerations involved, and the length of time and manner for completing the shift.

Technical

(a) The frequency bands required for a given service and the exact position thereof in the radio frequency spectrum; also the width of communication bands or channels within each portion required for station frequency assignments.

(b) Suitability and necessity for particular portions of the spectrum for the service involved. This includes propagation characteristics and reliable range data.

(c) Field intensity required for reliable service.

(d) The number of stations required to enable efficient service to be rendered.

(e) The distance over which communication must be maintained.

(f) The relative amount of radio and other electrical interference likely to be encountered.

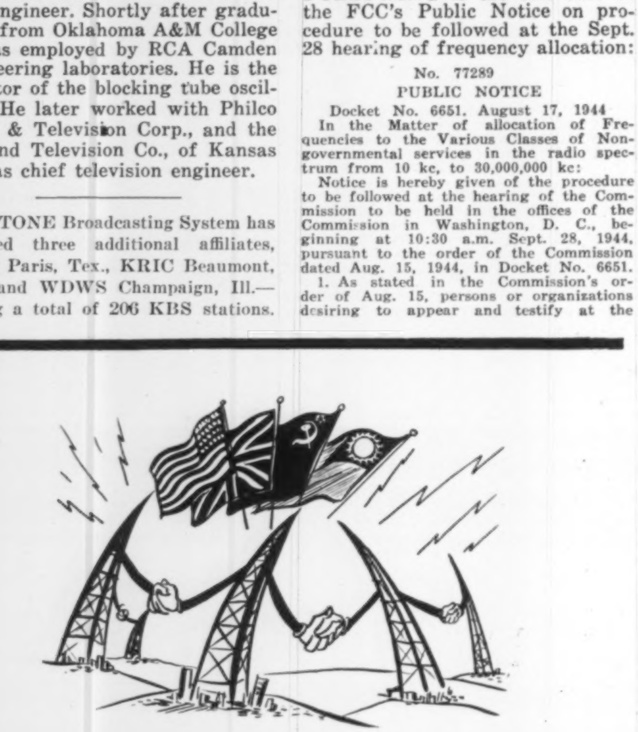
(g) The relative amount of noise which may be tolerated in the rendering of service.

(h) Apparatus Limitations, both transmitter and receiver.

6. The Commission will endeavor to make available through its own witnesses any information, particularly of a technical nature, which may be helpful in connection with the proposed use of particular frequencies by specific services.

'Post' Takes Over WINX

CONTROL of WINX Washington was assumed on Aug. 1 by the *Washington Post*. The management contemplates no changes in station personnel or in its national representative, Forjoe & Co.



UNITED NATIONS - UNITED STATIONS

In today's far flung conflict, many nations had to combine to prosecute a global war. In California's extensive *Central Valleys and Western Nevada* it takes five stations to achieve efficient radio coverage.

The *Beeline* takes the responsibility for keeping this *41 county area* properly instructed, properly advised.

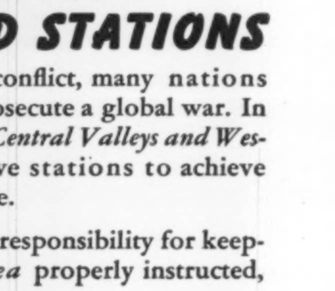
WHAT IS *The Beeline*

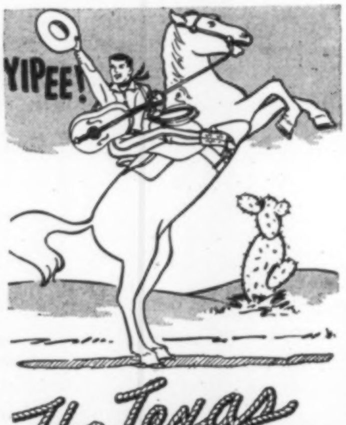
Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

**See McClatchy Beeline rate listing first under California in Standard Rate and Data.*

McClatchy Broadcasting Company
Sacramento, California

Paul H. RAYMER CO. National Representative





The Texas Rangers
Now Back Again On
WGBI
Scranton, Pa.
Selling Dairy Products
GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

No. 1 Station in a No. 1 Market
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS - National Representatives

NBC PLANS RADIO LABS IN CHICAGO

NBC RADIO laboratory, designed to investigate new channels of broadcasting, and television techniques is planned to start in about a month in Chicago, according to Harry C. Kopf, NBC vice-president and general manager of the central division.

The lab will work out experimental ideas and provide the local network staff with a "showcase" of actual productions for prospective clients. Presentations will be aired before station executives, writers, production men, agency radio personnel and representative listeners.

Included in the set-up are plans to train casts and production men for television. NBC engineers are already attending the television course given in Chicago.

Spot Campaign Promotes Fastop Reclosures Co.

TO PROMOTE "Fastop Reclosures", sanitary bottle caps for use after removal of the original tops, Fastop Inc., New York, a new company, on Sept. 12 starts a spot radio campaign which will include 24 stations in the New England and Eastern Seaboard area by late October or early November. Fastop will use participations on women's interest programs three to four times weekly on independent, nonnetwork stations only. Advertising will extend to other areas as fast as distribution is achieved. In addition to radio, which is the primary medium, Fastop will use newspaper advertising directed at consumers, and grocers and independent dealers. Space will be used in part to promote the local programs carrying Fastop commercials. Agency is F. J. Low Inc., New York.

WJNO Staff Changes

SEVERAL staff changes have been made at WJNO West Palm Beach, Fla. Whitt MacDowell, chief engineer, has resigned to devote full time to his own business and has been succeeded by Otis Wright, veteran member of the WJNO engineering staff. Frank Browne, former program director of KTHS Hot Springs, Ark., recently recovered fom a long illness, has been appointed promotion and publicity director. Rebecca Frazier of the production staff, is now program director.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

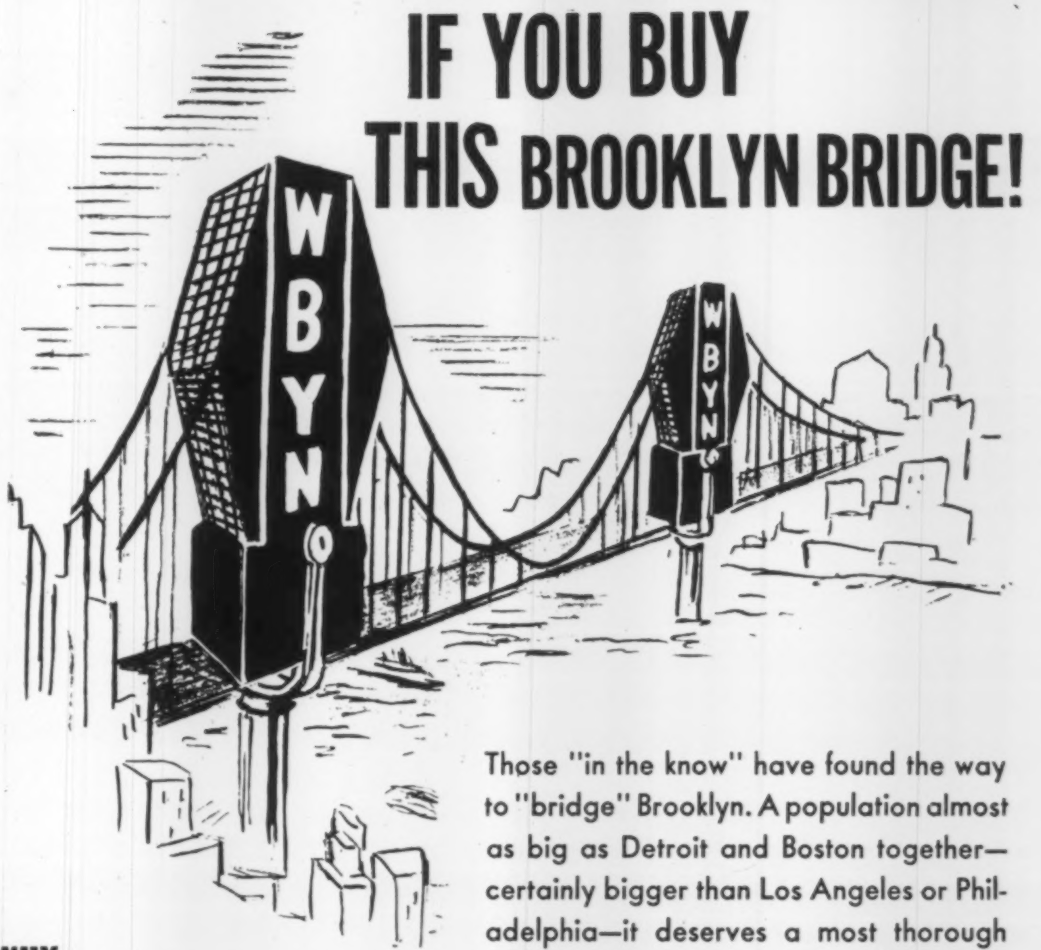
NO FOOLIN'

It's already later than you think for placing Fall and Winter spot schedules. Don't mark time—if you want time on WDRC. Write Wm. Malo, Commercial Mgr., W D C R, Hartford 4. Represented by Raymer.

CBS

USE WDRC TO CONNECT IN CONNECTICUT

YOU WON'T BE STUCK IF YOU BUY THIS BROOKLYN BRIDGE!



Those "in the know" have found the way to "bridge" Brooklyn. A population almost as big as Detroit and Boston together—certainly bigger than Los Angeles or Philadelphia—it deserves a most thorough radio coverage. The one bridge that gives you access to all of Brooklyn is WBYN — Brooklyn's only full time radio station. WBYN also gives you added coverage by reaching out to all the other boroughs, too.

Its unique "minute programming" assures a listenership that includes all the family!

WHY IS "MINUTE PROGRAMMING" SO POPULAR?

Because of the minute spotting of A.P. and I.N.S. war news — exclusive racing results — late sports — local news between pleasant music all day long.

WBYN TELLS ITS STORY TO NEW YORKERS IN A BIG WAY!
On the sports and radio pages of daily papers WBYN tells its "Minute Station" story daily through its ads.

For Availabilities: WLLIAM NORINS
Gen. Mgr. WBYN, 1 Nevins St., Bklyn.

THE MINUTE STATION

WBYN
BROOKLYN'S ONLY FULL TIME RADIO STATION

Write for our 1944 Brochure! You'll be surprised at the coverage per dollar!

THREE APPLICANTS ASK NEW OUTLETS

APPLICATIONS for three new local outlets were filed last week with the FCC. Herbert Kendrick, former general manager of WJLS Beckley, W. Va., and G. L. Hash, a partnership doing business as Harrisburg Broadcasting Co., seek the 1400 kc facilities for a 250 w fulltime outlet in Harrisburg, Pa.

Glens Falls Broadcasting Corp. seeks a fulltime station of 250 w on 1230 kc at Glens Falls, N. Y. Officers are Lt. H. Scott Kilgore, now on Navy duty, president; William F. Rust Jr., Leesburg, Va., vice-president; E. Arthur Hungerford Jr., also on duty in the Navy, treasurer; L. B. Griffin, president of the Griffin Lumber Co., Glens Falls, director; Alfred D. Clark, attorney, secretary. Each has one share of stock and each will acquire 29 additional shares, according to the application.

Dixie Broadcasting Co. seeks a 250 w fulltime station on 1400 kc at Montgomery, Ala. Officers are Dr. S. B. Shuggs, physician, president (135 sh); Thomas W. Sewell, secretary-treasurer (65 sh); Frances Shugg Sewell, his wife, vice-president (50 sh).

New Englander Show

ENGLANDER Co., Brooklyn, effective Sept. 15 will replace *How We Dream* on CBS Friday, 7:15-7:30 with a mystery program centering around a member of the police undercover squad. Max Marcin, who originated the program, will direct and produce. Agency is Biow Co., New York.

CONSTABLE,
WE'RE
TRYIN'
NOT TO
ZAG (Ky.)!

Parm ush, offisher, but if we landed up in Zag, Kentucky, it wasn't intended. All we want is just to get home to the Louisville Trading Area where folks know us and like us and want us around practically all the time on account of we're NBC and nobody else around there is NBC loud enough to be heard sashfactorly and that's practically a million—hic—no not hic they're mostly city people.

LOUISVILLE'S
WAVE
5000 WATTS . 970 KC
N. B. C.
NATIONAL REPRESENTATIVES
FREE & PETERS, INC.,

NO RADIO CHANGES IN TREASURY SHIFT

DESPITE a sweeping reorganization of the Treasury's War Finance Division, the radio section under the direction of Robert J. Smith remains unchanged, according to an announcement last week by Thomas H. Lane, director of advertising, press and radio activities, WFD. The organizational changes involve the newspaper section and outdoor and graphics section.

While plans for the Sixth Loan are underway, the latest interim drive promotion via radio is a program scheduled for Sept. 2 over WEEI Boston, titled *Youth on Parade*, which will be carried on 71 CBS stations.

Part of the program, aired from 10-10:30 a.m., will be dramatization of a presentation to Phillip Weaver, 9, son of Mr. and Mrs. G. E. Weaver of Whiteville, N. C., who will receive an award for offering his cocker spaniel in a Bond auction. The puppy, which was bought by Josiah Maultsby, for $50,000 in War Bonds, was returned to Phillip by Mr. Maultsby. The broadcast will be in the nature of a special salute by CBS to the *Schools-at-War Program*, and will be directed by Dolphe Martin.

Correction

WJMC Rice Lake, Wis., which recently became affiliated with MBS, also is a member of the Arrowhead Network which comprises, in addition, WEBC WMFG WHLB WEAU. The Rice Lake station is licensed to Walter C. Bridges and is operated under the name of the Indianhead Broadcasting Co. H. E. Westmoreland is director of operations of WJMC and the Arrowhead Network. Leonard G. Anderson is local manager of WJMC. In the Aug. 14 BROADCASTING it was erroneously reported that WJMC was operated by W. H. McGenty. Control passed to Mr. Bridges last April 18.

Cities Service Audition

CITIES SERVICE Co., New York, is auditioning a program with Lawrence Tibbett, Lynn Murray and Chorus as a possible successor to the current *Cities Service Concert* heard on NBC Fri., 8-8:30 p.m. New show would probably be moved in at the start of the next 13-week cycle for the time in October. Agency is Foote, Cone & Belding, New York.

"He says whatever WFDF Flint is broadcasting—I should be listening."

Frank J. Miller Sr.

FRANK J. MILLER Sr., 54, secretary-treasurer of the Augusta Broadcasting Co., which owns and operates WRDW, died Aug. 11 at the University Hospital in Augusta, Ga. after an illness of several weeks.

President and general manager of Augusta Amusements, Inc., in addition to his radio affiliations, Mr. Miller's forte was the entertainment of others. He started his career as a program boy in Augusta where he was born on Dec. 23, 1889. From there he went up both sides of the ladder to the top, both as head of his own vaudeville show and as theatre owner. He and his associates opened four theatres in Augusta, one of which is the Miller Theatre, named for him.

Mr. Miller was also active in civic affairs, being a past director of the Augusta Chamber of Commerce, and the Y.M.C.A., past president of the Augusta Rotary Club, vice-president of the Augusta-Richmond Tuberculosis Assn., director of the Salvation Army, member of the advisory board of the Wilhenford Children's Hospital, and member of the Civil Service Commission.

Col. Burn Returns

COL. WALTER P. BURN, president of Walter P. Burn & Assoc., New York, will soon resume active participation in the research firm, following his retirement from active Army service. Col. Burn was awarded the Legion of Merit for his work as chief of Training, Office of Civilian Defense. At his request he was later transferred to the II Corps as Chemical Officer. He received the Bronze Star Medal and a second Legion of Merit for his combat record in Algeria, Tunisia, Sicily and Italy. Col. Burn was called to active duty in 1941.

Col. Burn.

Katzentine Seeks Second

APPLICATION for a new local at Orlando, Fla., to operate on 1400 kc with 250 w fulltime was sought last week by Lt. Col. A. Frank Katzentine, owner of WKAT Miami Beach. Col. Katzentine now is on active duty in the Army.

In Southern New England People are in the Habit of Listening to WTIC

WTIC
50,000 WATTS
DIRECT ROUTE TO
AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation • Member of NBC and New England Regional Network • Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

NAB War Conference Plans

(Continued from page 10)

gineers who are not eligible for membership will be admitted.

Considerable attention will attach to the activities of the NAB Code Committee, in view of the all-out attack by CIO on the code at the FCC proceedings involving the renewal of the license of WHKC Columbus. This proceeding is regarded simply as a symbol of CIO's quest for free time on stations to present what it portrays as the labor viewpoint. The voluntary code bars sale of time to labor unions for membership campaigns or solicitation of funds.

The formal conference gets under way Tuesday morning at the Palmer House. The morning session will be highlighted by a broadcast advertising clinic, which will cover, among other things, the highly significant retail promotion plan. Participants include Dietrich Dirks, KTRI, chairman, NAB Sales Managers Executive Committee, who will preside; Paul W. Morency, WTIC, chairman, Retail Promotion Committee; Llewellyn Harries, sales promotion manager, NRDGA; Paul McCarthy, advertising and promotion director, J. N. Adam & Co., Buffalo; John M. Outler Jr., WSB, who will discuss participation in the Proprietary Assn. advertising clinic; and Lewis H. Avery, Director of Broadcast Advertising of the NAB, who will cover future plans on industry advertising exploitation, with particular reference to the building and housing industries.

Study Public Relations

At the afternoon session Tuesday, a public relations clinic will be opened by Edgar Bill, WMBD, chairman of the NAB's Public Relations Executive Committee. Speakers include Charles Francis Coe, vice-president and general counsel, Motion Picture Theatre Owners of America; Dorothy Lewis, NAB Coordinator of Listener Activity; Gov. Bourke B. Hickenlooper, of Iowa; Karl Koerper, KMBC; Fred S. Siebert, U. of Illinois, who will discuss the Council on Radio Journalism; Miss Ruth Chilton, WCAU, president; NAB Assn. of Women Directors; Harold Fair, WHO; Clarence Menser, NBC vice-president; E. L. Hayek, KATE, director of the NAB 11th district; John J. Gillin Jr., WOW, director of the NAB 10th district; William B. Quarton, WMT, chairman, NAB Code Compliance Committee; Kolin Hager, WGY, director, 2nd NAB district; and F. C. Sowell, WLAC, who will discuss "Youth Interests."

The Wednesday morning session will be devoted to station coverage methods. This will be highlighted by a report of Hugh M. Feltis, KFAB, chairman, NAB Research Committee, along with a report of the sales managers by Mr. Dirks. Principal speaker will be Frederic R. Gamble, president of the AAAA who will project the advertising agency view. Presented will be the NAB proposals for a bureau of standards for audience measurement, to be followed by a panel discussion.

Small Markets

Concluding the NAB business session Wednesday morning will be the nomination and election of directors-at-large, along with consideration of three proposed amendments to the by-laws having to do with nomination of directors-at-large by individual ballot as well as from the floor, to permit elections by mail referendum, and to classification of dues by station income.

Following the luncheon address Wednesday by Chairman Fly, the conference will take up small market station problems. Marshall Pengra, KRNR Roseburg, Ore., chairman of the special NAB committee, will open the discussion, with other aspects of station coverage to be covered by Howard S. Frazier, NAB director of engineering, and Paul F. Peter, NAB director of research. Mr. Avery will discuss group selling and William B. Smullin, KIEM, will speak on the small market station as a training ground.

Winding up the Wednesday session will be a discussion of the music situation by Campbell Arnoux, chairman, NAB Music Committee, and the status of BMI by Merritt Tompkins, vice-president and general manager.

The Thursday morning session will be given over to the labor front. John Morgan Davis, recently appointed NAB general counsel for labor relations, will lead the discussion. The AFM recording ban, still in force with respect to RCA, NBC and Columbia Recording Corp., will be covered by Sydney M. Kaye, NAB special counsel. There will be a report on the AFM platter turner situation. William J. Friedman, Chicago attorney prominent in radio matters, will discuss the AFRA "Pay-Within-Pay" plan.

A report of the NAB Legislative Committee will be given by Don S. Elias, WWNC, chairman. He is expected to project plans looking to the remedial legislation at the next session of Congress. The closing session Thursday will cover the "Postwar Future of Broadcasting" to be led by Comdr. Craven.

From Labrador

FIRST broadcast from Goose Bay, Labrador was heard on the *Army Hour* Sunday, Aug. 20. Goose Bay is an anchor of the North Atlantic Wing of the Air Transport Command. Personnel there, including WACs were on the program.

Don't nobody laugh at us farmers no more!
Shush, Silas— you farmers don't deserve ALL the Credit!

No, that's right! Red River Valley farmers didn't produce all the wealth that made North Dakota the No. 1 State for the first quarter of 1944. But they certainly did a big part of the job, because the Red River Valley actually is the cream of our crop out here!

Do you know the full story as to WHY the area around Fargo is tops in this section? It's a result of the Ice Age—and one of the most interesting sagas of America. Next time you see anybody from Free & Peters, ask about it. It will give you some new ideas for 1944 profits.

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NATIONAL REPRESENTATIVES

If you buy or plan advertising for Iowa, you need

THE 1943
IOWA RADIO
AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

The SCHOOL *of* RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

6 Weeks' Day Course
SEPTEMBER 5

8 Weeks' Evening Course
SEPTEMBER 19

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Newscasting
- Continuity Writing
- Commentating
- Station Routine
- Acting
- Diction
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

IT TAKES **POWER** to Propel the USS North Carolina

IT TAKES A 50,000 watt station to sell the Denver market and the Mountain and Plain States Region.

KOA is the famous NBC Station in Denver and the only station with:

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty (69%)*

Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

Listening

(Continued from Page 11)

remainder from competing stations. After the money is given away, the station holds 60% of its audience, with a third turning off the radio, and the remainder tuning to other programs. No particular activity is found during the other three quarter-hours. The relatively high level of the fourth quarter-hour is probably brought about by people anticipating the next money giveaway, when the cycle begins all over again.

Traffic Created

Thus, money giveaways seem to create very considerable "traffic" through their something-for-nothing appeal. A large part of the audience turns *on* its radios to hear the show; a large part turns them *off* after the show. This is not true of programs broadcast during these hours on other stations, where audiences tend to continue listening, either to the same station or to competing stations.

Just how large a total audience do these programs reach? The three examples, during the week under discussion, were on the air for a total of 22 hours. Diary records show that only 36.1% of all families in this area heard any part of them. This is a smaller audience than listens to such once-a-week shows as Jack Benny or Fanny Brice, and only slightly larger than the net weekly Lowell Thomas audience.

Thus it appears that in this area it is entirely possible to "buy" a fair-sized rating, consistently recruited from about one-third of the total families in the area. These families will stay with the station just as long as the money stays. It is largely a non-competitive audience in that few of these families tune from other stations when the cash register rings, but rather had been in the "radio off" group and nobody's audience.

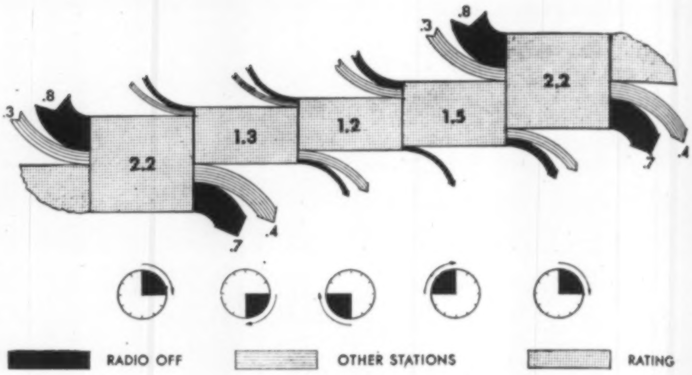


CHART II
Source and Destination of *Dollars on the Hour* Audience
Station E
Average Hour Monday-Friday
100% = Total Radio Families in Area

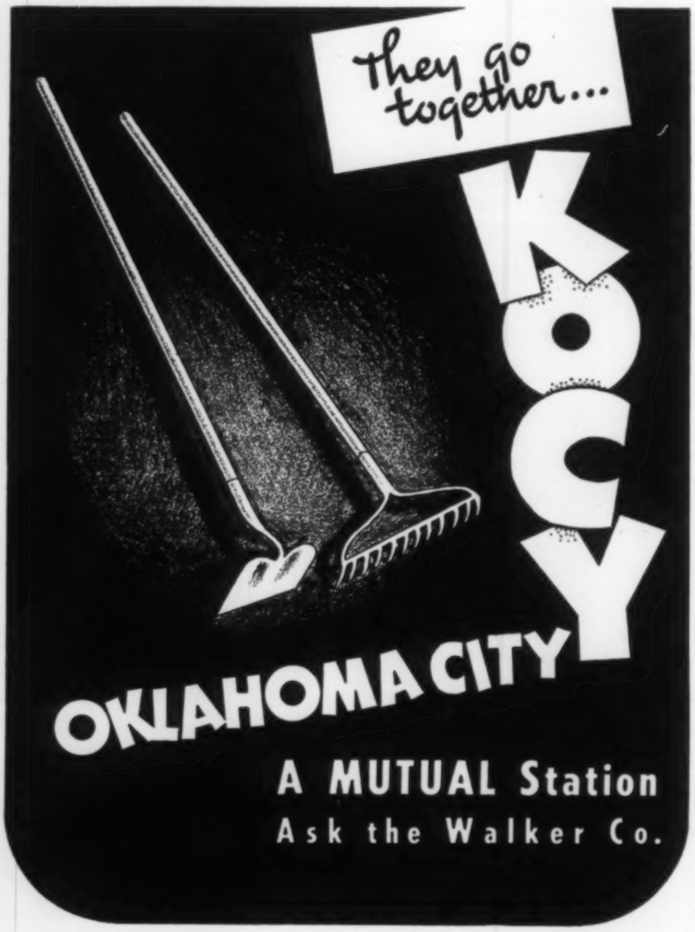
Stan-B Account To Shift To H. W. Kastor in Fall

STANDARD BRANDS, New York, which has placed advertising for its two vitamin products, Stams and Stan-B through Ted Bates Inc., New York, since their introduction last year, will shift the Stan-B account to H. W. Kastor & Sons, Chicago, Oct. 1. The change is in line with a plan to use different agencies for the products as soon as both attain national distribution and become in effect competitors.

Present radio plans call for continuation of current advertising which is limited to a cut-in announced on *This Changing World*, five-times weekly program sponsored on CBS for Standard Brands Coffee, and Royal Desserts. Series is handled by Ted Bates Inc. Radio promotion for Stams includes network program cut-ins and spot advertising.

Cough Drop Spots

SHARP & SHEARER, Reading, Pa., through its newly-appointed agency, Blaine-Thompson Co., New York, on Oct. 21 starts a spot campaign on 26 stations to promote Sharp's Cough Drops, using transcribed musical jingles from five to seven times weekly. Product is said to be new to radio.


they go together...
KOCY
OKLAHOMA CITY
A MUTUAL Station
Ask the Walker Co.

FOUR TOP MARKETS!
- Central Kentucky
  WLAP *Lexington, Ky.*
- Amarillo
  KFDA *Amarillo, Tex.*
- The Tri-State
  WCMI *Ashland, Ky.-Huntington, W. Va.*
- Knoxville
  WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

Transmitter Accompanies First Wave Of Allied Troops in Southern France

NEWS of the second European D-Day was sped to this country in record time by means of the portable transmitter and its crew that went in among the first waves of Allied troops reaching the beaches along the Southern Coast of France.

Announcement of the Allied landings was broadcast simultaneously by the four nationwide networks at 6:10 Tuesday morning in a pooled broadcast in which Chester Morrison, NBC correspondent, reported from one of the landing craft, his words being relayed via Rome and Algiers. From then on all the networks broadcast frequent news bulletins, commentaries and special pick-ups from the European theatres, but with little interruption of normal commercial schedules.

Experienced Crews

Following their experience of D-Day, just 10 weeks before, the networks handled the second invasion story smoothly and without undue excitement. Newsroom crews, summoned after the receipt of information that an important military announcement was imminent, put in an all-night vigil before the news broke, and CBS, NBC and the Blue kept their networks open through the night. Mutual shut down at its usual time but reopened at 6 a.m. EWT, four hours earlier than usual, to carry the 6:10 pooled broadcast.

At 8:51 a.m. Merrill Mueller, NBC correspondent attached to Gen. Eisenhower's headquarters in Normandy, was heard in a pooled broadcast, at 10:38 a.m. BBC Correspondent Geoffrey Talbot, who had been in the plane towing gliders of invasion troops, reported from Algiers in another pooled broadcast, and still another at 12:30 p.m. brought eyewitness invasion accounts from Eric Sevareid of CBS and Vaughn Thomas of BBC. Each network also broadcast individually reports of its own correspondents abroad.

BBC service to independent American stations as well as the networks is continuing on a regular five-times-a-day schedule, with an eyewitness report from Mr. Talbot included in the BBC morning special at 10:30 a.m., being broadcast by many U. S. stations a few minutes before his report on the pooled broadcast went out over the networks. Networks all signed off at their usual time Tuesday night (Wednesday morning) in the absence of news of sufficient volume or importance to warrant night-through operation.

First direct radio program transmission service from France to the American network audience since the beginning of the invasion in June occurred Aug. 14, when John McVane reported on NBC's *News of the World* program, sponsored by Miles Labs., for Alka-Seltzer, 7:15-7:30 p.m. This broadcast inaugurated direct program service to the United States from France via Press Wireless station PX, whose mobile transmitter has been sending news dispatches direct from battle line areas since June 13.

CBS is resuming this fall its policy of using the 11 p.m. to 12 midnight period as a show-case for sustaining programs of all types. During the summer the sustainers are moved into various earlier spots as replacements.

MBS Chicago Meeting

MUTUAL directors, shareholders and executive committee will hold their third meeting of the year at the Drake Hotel, Chicago, beginning Aug. 25, with network officials remaining in Chicago for the NAB War Conference the following week. Executive committee, chairmanned by W. E. MacFarlane, WGN, will meet Friday. Directors and shareholders will hold their meeting on Saturday, and on Sunday network and affiliate executives will gather at the network's convention headquarters at the Palmer House, where the NAB sessions will be held. Immediately following the NAB business meeting on Monday (Aug. 28) Mutual will hold an affiliates meeting in the Palmer House, to be followed by a cocktail party for MBS stations.

New Campbell Show

CAMPBELL SOUP Co., Camden, N. J. is signing up Olsen & Johnson for a network program which will go into one of the company's two CBS periods. Final deal, however, is contingent on whether program and time are mutually satisfactory to both sponsor and talent, with the comedy team willing to conform their humor to the tastes of the sponsor. Tentative starting date has been set for Sunday, Dec. 10, indicating that the new show will probably replace *Radio Reader's Digest*, sponsored by Campbell 9-9:30 p.m., rather than the *Jack Carson Show*, heard Wednesday, 9:30-10 p.m. Agency is Ward Wheelock Co., Philadelphia.

5000 WATTS • DAY AND NIGHT
WJW
850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO.

THE BRANHAM COMPANY
IS PLEASED TO ANNOUNCE
THE APPOINTMENT OF

Joseph F. Timlin

AS MANAGER OF THE RADIO
DEPARTMENT OF THE NEW YORK OFFICE

THE BRANHAM COMPANY
CHICAGO NEW YORK DETROIT
ATLANTA DALLAS CHARLOTTE
ST. LOUIS MEMPHIS KANSAS CITY
SAN FRANCISCO LOS ANGELES
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Reach the
ACTIVE
SALT LAKE
MARKET

IDA.
WYO.
NEV.
SALT LAKE CITY
UTAH
COLO.
KDYL
Through UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

●

National Representative
JOHN BLAIR & CO.

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO

28th METROPOLITAN DISTRICT

MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day
1000 Watts Night
950 kc.
CBS
Spartanburg, S. C.
Represented by Hollingbery

SPORTS MUSIC NEWS
W ★ H ★ N
50,000 WATTS
DIAL 1050

AP
KLX, Oakland, California
. . . May I commend you on the excellent idea of individual sales presentations for AP Telescripts.
Adriel Fried
General Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

CIO Attacks NAB and Code

(*Continued from page 12*)

two years he had conducted a CIO program on WPAY Portsmouth, O., and had "difficulty" because of script changes.

"We didn't do anything about it," he explained. "I didn't even know at that time there was a Commission."

Mr. Cabus testified that "the idea of a radio program was encouraged by our president, Winfield Hutchinson". He said the union made no attempt to get free time because its officials didn't know stations had "free time for educational programs".

He told the Commission that Albert J. Lussheim, former labor leader in Germany and a native of Germany, took over the program when Mr. Evans went to the Army last September, but that members objected to Lussheim's programs because they dealt with "international" problems.

That WHKC is the "guinea pig" of the CIO campaign against the NAB Code and against station operations in general was indicated in a letter from the Political Action Committee to all PAC regional directors, instructing all local unions to "immediately apply for radio time needed between now and November" and to report to the National HDG PAC "all refusals to grant or sell the PAC a fair share of time and also to report all cases of censorship". The avowed purpose, as set forth in the *Helldiver*, Local 927 publication, was "to coordinate all such cases as may arise" with last week's hearing.

NAM Attacked

Commissioner Wakefield denied a petition filed by Mr. Goodman on behalf of Mr. Frankensteen, as the hearing opened Wednesday, to subpena Alfred P. Sloan Jr., chairman of the board of General Motors and a director of the Dupont interests; James S. Adams, president of Standard Brands, and William S. Rainey, radio director of the NAM. When Commissioner Wakefield inquired as to how the CIO proposed to "bring this home to WHKC", Mr. Goodman said "WHKC has accepted three programs of NAM members".

He charged that the NAM broadcasts are "slanted against organized labor" and "in favor of the Republican candidate for President and against the Democratic candidate". Louis G. Caldwell, Washington counsel for WGN and Mutual, delivered several scripts of Fulton Lewis jr., Boake Carter and Col. Robert McCormick, publisher of the *Chicago Tribune*, who participated in *Chicagoland*, a Mutual program originating at WGN. He said other scripts, subpenaed by the CIO, were "on the way".

Although Mutual and WGN were not involved in any of the issues, Mr. Caldwell said he wanted to make it plain that he felt the "'issues being raised are in flat contradiction of Section 326 of the Communications Act and in violation of the first amendment to the Constitution, which prohibit the Commission from exercising censorship."

Opening for WHKC Mr. Loucks declared that "'both the order itself and the procedure are unusual". Mr. Everson told of a conference on June 1, 1943, with CIO officials at which time a contract was signed for the 52-week series and an amicable agreement was reached as to the type of program to be presented. He said the UAW-CIO program was the first ever sold to a labor organization by the station.

Denies Station Deleted

He denied that the station deleted any portions of Mr. Frankensteen's speech, but that the UAW-CIO had been notified that the speech, as submitted, would have to be rewritten. "We, ourselves, did not delete these," said Mr. Everson, referring to portions of the original speech which the CIO had charged were deleted by the station. "We hadn't the slightest idea what was taken out until 10 days later. I objected to the general tenor of the speech."

Mr. Everson, manager of WHKC since 1935, declared that the present protest was the only criticism the station had heard in the nine years he had guided it. He said that "up to Frankensteen the programs were constructive and informative. Frankensteen came to town and wanted to do just the opposite."

He asserted that Mr. Frankensteen had never asked for free time to discuss controversial issues. He testified that the programs of Messrs. Lewis, Carter, Close and McCormick, to which the CIO has objected as being "biased" and "one-sided", were network originations.

Mr. Everson opposed any rule which would require stations to provide "equal time" to answer so-called controversial issues on the grounds that it would disrupt pro-

Kintner Honored

LT. COL. ROBERT E. KINTNER, who becomes Blue v-p Sept. 15, on terminal leave from the Army, was awarded the Legion of Merit last week for "outstanding ability and devotion to duty in interpreting the mission of the Army" in his assignment with the War Dept. Bureau of Public Relations. The citation further stated, "His sympathetic and cooperative attitude toward representatives of the press . . . contributed materially to the prestige of the Army." Col. Kintner was in the Bureau of Public Relations from late 1942 to May 28, 1944.

Col. Kintner

W. A. WINTERBOTTOM, vice-president and general manager of RCA Communications, Inc., New York, who died July 8, on Aug. 1 was posthumously awarded the Signal Corps' Certificate of Appreciation and cited for "services of immense value" to the Army Signal Corps.

THE MIRAGE OF MONEY PROGRAMS

Here are Hooperatings for the 8:00-12:00 AM, Monday through Friday period before and during the WSAI "Man With the Money" program.

BEFORE "MONEY MAN"		DURING "MONEY MAN"	
STATION	RATING	STATION	RATING
WSAI	24.0	WSAI	31.8
A	16.5	A	17.8
B	13.0	B	13.3
C	12.2	C	10.9

WSAI believes today, as it always has, that only sound programming can produce sound station ratings. Figures like the above, plus the report of Dr. Herman S. Hettinger in our brochure "The Mirage of Money Programs" substantiate our point of view.

WSAI
Division of the Crosley Corp.
CINCINNATI 2, OHIO

REPRESENTED NATIONALLY BY SPOT SALES, INC. NEW YORK, CHICAGO, SAN FRANCISCO

gram service and result in nothing but speeches on the air.

"We do not seek the right to answer," interposed Mr. Goodman. "We contend we were refused time to speak on a subject which Lewis was permitted to speak on. We make no objection or opposition to Lewis even now. We refer to his discrimination with reference to labor."

Mr. Everson testified that WHKC has never refused time, commercial or sustaining, to any labor organization. He added that between July 1, 1943, and June 30, 1944, WHKC gave time to 186 civic and kindred organizations which "represent the whole population of Columbus".

Using a copy of the station's log for the week of June 1, Mr. Everson cited what he termed a "typical" week's program, which included four morning religious broadcasts, several of the same type on Sundays, a dozen or more so-called public service features in which various civic organizations took part, and several children's programs. He mentioned one particular broadcast in which the CIO was represented along with the AFL and other organizations.

Mr. Everson asserted that all newscasters on WHKC were instructed to read the news as it came in on the special radio wire which serves the station without "interpolation, comment or analysis". Scripts of many Mutual commentators and newscasters carried by WHKC were submitted, although some of them had not been subpenaed by the CIO. Under direct examination by Mr. Loucks, Mr. Everson asserted:

Friend of Labor

"I can truthfully say my attitude towards organized labor has been very friendly. I have never turned down a labor organization on my station since I have been manager." He mentioned that the station carried a portion of the United Shoe Workers of America (CIO) convention last May 14 as a sponsored program at the request of the union.

Mr. Evans, testified out of turn Thursday afternoon in order to return to his work at the Curtiss-Wright Corp. Columbus plant as soon as possible. He identified various scripts which had been changed before broadcast and in each instance he said the changes were suggested by station officials on the "general" ground that they were controversial and might not be good relations between management and labor at the Curtiss-Wright plant.

Loucks Objects

He also said station officials had told him that certain speeches and parts of dramatic skits were controversial and couldn't be broadcast under the station's standards. At one point Mr. Loucks objected to CIO counsel's questioning which the station attorney termed "leading questions". Mr. Goodman admitted they might be leading, but also said Mr. Loucks had used similar tactics with Mr. Everson.

Mr. Evans testified that the purpose of the dramatic skits was "to illustrate to the public the underhanded methods of some employers to undermine unions". He said the dramatizations were "imaginary" but that Mr. Moses had pointed out "they would not be conducive to good management-labor relations at Curtiss-Wright".

When Mr. Loucks asked the witness to state the general objections by WHKC to his scripts, Mr. Evans replied: "Mr. Moses said relations between the union and Curtiss-Wright at that time were good, and if, by this program, we accused the company of these kind of tactics, it would, in effect, constitute an accusation against Curtiss-Wright."

Mr. Loucks objected to an "apparent discrepancy" between the scripts identified by Mr. Evans and submitted by Mr. Goodman and those submitted from the station's files which, he said, were "scripts used in the production" of the programs.

WHAS Scholarship

MUSICAL scholarship contest is being conducted by WHAS Louisville, opening Aug. 21, to determine the best young voice in Kentucky or Southern Indiana. The winner will get a four-year scholarship to the U. of Louisville, plus a paid job on a regular program on WHAS. The contest, in cooperation with the Rotary Club, is open to graduates of high schools in 1942, '43, or '44. The finals will be broadcast over WHAS during the week of Oct. 9.

"Little Chief" says:-
WANT MORE
IDAHO WAMPUM?

KSEI
POCATELLO · IDAHO

YOU MAKE SALES..

WHEN YOU BUY SPOTS

ask a John Blair man

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

R. H. C. CADENA AZUL is to Cuba
what
CBS is to the United States

Yes, Cadena Azul is the network which Cuban listeners tune to for Columbia Broadcasting System programs, and for the best in local programming as well! And they tune to Cadena Azul programs in overwhelming numbers! An impartial survey proves it: A Cuban affiliate of a prominent U. S. manufacturer found that 65% of all Cuban listeners tuned to Cadena Azul . . . its nearest competitor had only 15% of all Cuban listeners. Your product can be most effectively sold in Cuba through Cadena Azul!

RHC CADENA AZUL

RADIO RHC CUBA HABANA Cadena Azul

Cuba's only network affiliated with CBS

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City
WIsconsin 7-1166

for CANADIAN RADIO it's the
ELLIOTT-HAYNES RATING

Since 1940
A continuing Measurement of Canadian Radio Audiences in the 29 key Markets of Canada

ELLIOTT-HAYNES
LIMITED
SUN LIFE BLDG. MONTREAL
BANK OF COMMERCE BLDG. TORONTO

WLB Refers Petrillo Defiance to OES

(*Continued from page 10*)

very sincerely, that your organization, Mr. Padway, has seen fit to join that very small company of those who have not accepted the decisions of the War Labor Board."

Mr. Padway argued that the present case is not the same one which was before the Board when it voted to appoint a panel, that the transcription companies who were the only employers before the Board at that time are now out entirely, and that the recording companies came into the case later. "We don't consider ourselves bound", he said, "by the inferences of implications contained in your first vote to set up a panel, that that determined jurisdiction".

He said the Board took the case on *prima facie* showing that it was a labor dispute but that the record now shows that it was improper for the Conciliation Service on the basis of law to transfer the case to the Board. He contended that in order to take jurisdiction the Board must have a dispute involving an employer-employe relationship but that there is no employment relationship in this case.

"You have designated something to be a strike which isn't a strike", he asserted, and he reminded the Board that at the outset of the case he told William H. Davis, its chairman, that "we don't care if we never make another record for these or any other employers. We don't want employment with them now or at any time".

" I repeat that statement to you now", he continued, "in case there may have been any misunderstanding respecting it, that we do not want to work for RCA or Columbia in the making of records. We don't want to work for them under any terms or under any conditions. We want it considered that there is a complete severance of relationship and will not exert any economic pressure upon these companies at all. We want this Board to let us alone. . . .

"You are putting us in the position of saying, 'Lift your ban, the effect of which is that your people go back to work. If they dont, we will transfer the case, in all probability, I presume, to the President and he will make you go back to work'.

"In other words, you are starting in motion the train of events that would impose upon us involuntary servitude."

He said that the decision in this case was "one of the worst that has been rendered by the Board, wholly outside your powers, not within your jurisdiction, and doing something which Congress has refused to do; namely, conscript manpower".

Simple Issue

Lloyd K. Garrison, public member, reminded Mr. Padway that his arguments on the merits of the case were fully explored by the panel and that "the question is purely and simply whether your organization is going to abide by the decision of the Board. You told us that it is not, and I think myself that that is about all we need to hear".

Mr. Padway replied that he went into the merits of the case "because jurisdiction runs like a thread throughout every proceeding from its commencement to the end". He said the panel "pushed and pushed and pushed and got us to make contracts" with Decca and the transcription companies and that if the AFM gives anyone a better contract it will have to change the 80 contracts it now has to conform to the new contract.

He said the Board was putting his organization in the position of working for an employer for $25 even though 80 other companies are paying $35. "'I don't think there is any moral right in any tribunal to subject us to that position, and I don't think the AFM should treat the 80 employers in a matter of competitive advantage in that sort of commercial dispute and give them the better break; and I don't think you by your order should ask them to weigh the terms in 80 contracts to yield to the whim or the desire of two companies who are living in the pre-Victorian age with respect to what constitutes good labor relations".

Representing the AFM, in addition to Mr. Padway, were A. Rex Riccardi and Harry J. Steeper, assistants to the president.

Attending for the companies were Ralph F. Colin, general counsel, Columbia Recording Corp.; C. Lloyd Egner, vice- president, NBC; J. H. McConnell, general counsel, RCA Victor Division of RCA; Robert P. Myers, assistant general counsel, RCA and NBC; J. W. Murray, general manager, Record Division, RCA; Edward Wallerstein, president, CRC; and Frank White, in capacity as vice-president and treasurer of CRC.

KJAN to NBC

KJAN Monroe, La., owned by KNOW Inc., and operating with 250 w on 1,450 kc., about Oct. 1 will become affiliated with NBC as a supplementary station to the southwestern group.

ELECTRICAL AND RADIO ENGINEER OR PHYSICIST for TELEVISION WORK

LARGE AMUSEMENT ENTERPRISE requires the services of electrical engineer with knowledge high frequency and electronic circuits. Location New York but must be free to travel to carry on field tests.

EXCELLENT PRESENT AND POST WAR OPPORTUNITY. Give complete details and if now employed in war industry state condition of availability Our organization knows of this ad and replies will be strictly confidential.

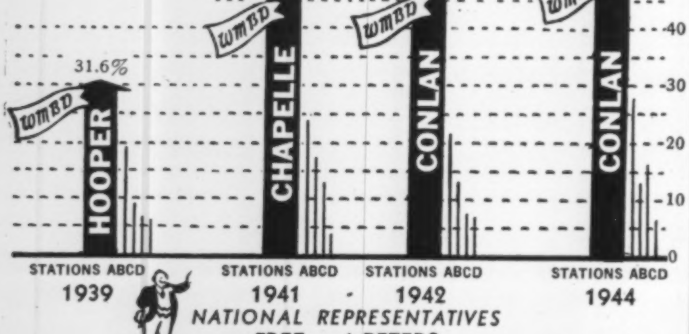
Box 592, BROADCASTING

WMBD DOMINATES PEORIAREA

MARKET DATA

	Primary	Secondary	Total
Population	444,500	169,700	614,200
Families	126,809	48,179	174,988
Radio Homes	115,629	43,546	159,175
Total Retail Stores	6,179	2,704	8,883
Total Retail Sales	149,470,000	46,514,000	195,984,000
Total Food Stores	1,682	629	2,311
Total Food Sales	35,016,000	10,085,000	45,101,000
Tctal Drug Stores	185	81	266
Total Drug Sales	5,090,000	1,414,000	6,504,000
Total Other Stores	4,358	1,994	6,353
Total Store Sales	109,383,000	35,015,000	114,398,000

Successive surveys prove the ever-increasing popularity of WMBD. You *need* WMBD in Peoriarea —heart of rich Illinois —a *good* market now . . . a *better* market after the war. Get more facts.



NATIONAL REPRESENTATIVES
FREE and PETERS
PEORIA BROADCASTING CO. • PEORIA, ILLINOIS

LOOKING FOR YOUNG ENERGETIC GENERAL MANAGER? PROGRAM DIRECTOR?

LARGE NET OUTLET, MAJOR MARKET MAN IS LOOKING FOR YOU. PERSONAL CONTACT NAB CONVENTION.

Box 566, BROADCASTING

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Writer-Producer-Director
420 Madison Ave., Plaza 9-6180
New York City

United Manufacturing Corp.
Division of
U. S. Recording Co.
Custom Built Broadcast and
Laboratory Equipment
1121 Vermont Ave., Wash. 6, D. C.
District 1640

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

BUY
WAR BONDS

Network Accounts

All time Eastern Wartime unless indicated

New Business

CAMPBELL CEREAL Co., Minneapolis, on Sept. 12 starts for 52 weeks, *Graham Fletcher—News*, on 7 NBC stations, Mon., Wed., Fri., 7-7:15 a.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), on Aug. 13 started *Blondie* on 131 CBS stations Sun., 8-8:30 p.m. and Oct. 13 discontinues *Blondie* on 171 Blue stations Fri., 7-7:30 p.m. Agency: Wm. Esty & Co., N. Y.

LEVER BROS., Cambridge (Swan Soap), in resuming *George Burns & Gracie Allen* Aug. 15, Tues., 9-9:30 p.m., will add 8 CBS stations (WFMD WJLS KTBC KEYS KGBS WSAU KSJB KTTS), making a total of 137 CBS stations. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (Post Toasties), on Sept. 17 starts Fanny Brice in *Toasties Time* on 113 CBS stations, Sun., 6:15-7 p.m. Agency: Benton & Bowles, N. Y.

BROWN SHOE Co., St. Louis, on Sept. 2 begins *Smilin Ed McConnell* and his Buster Brown Gang on 52 NBC stations, Sat., 10-10:30 a.m. Agency: Leo Burnett Co., Chicago.

BORDEN Co., Sales division, New York (dealers, distributors), on Sept. 8 starts *Happy Island* on 182 Blue stations, Fri., 7-7:30 p.m. Agency: Young & Rubicam, N. Y.

GEORGE W. LUFT Co., New York (Tangee Lipstick), on Aug. 24 starts *Tangee Program* with Sammy Kaye and Paul Winchell on 80 MBS stations, Thurs., 8:30-9 p.m. Agency: Warwick & Legler Inc., N. Y.

FRED HOUSER FOR SENATOR, Los Angeles (political), on Sept. 11 starts for 8 weeks, *Political Talk*, on 16 Don Lee Cal. stations, Mon., 6:45-7 p.m. (PWT). Agency: Lockwood-Shackelford Adv., Los Angeles.

DELAWARE Lackawanna & Western Coal Co., New York (blue coal) on Sept. 24 resumes for about 26 weeks *The Shadow* on 29 MBS stations Sun., 5:30-6 p.m. Agency: Ruthrauff & Ryan, N. Y.

GENERAL FOODS Corp., New York (Maxwell House Coffee), on Aug. 31 resumes *Maxwell House Coffee Time*, with Frank Morgan on 130 NBC stations, Thurs., 8-8:30 p.m. Agency: Benton & Bowles, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Duz), on Sept. 9 resumes *Truth or Consequences* on 129 NBC stations, Sat., 8:30-9 p.m. Agency: Compton Adv., N. Y.

LEVER BROS., Cambridge, Mass. (Vimms), on Aug. 16 resumes *The Frank Sinatra Show* on 132 CBS stations, Wed., 9-9:30 p.m. Agency: J. Walter Thompson Co., N. Y.

GROVE LABS., St. Louis (drugs), on Oct. 2 starts *Lanny & Ginger* on approximately 220 MBS stations Mon., Wed. & Fri., 11:55 a.m. to 12 noon. Agency: Russel M. Seeds Co., Chicago.

EMERSON RADIO & Phonograph Corp., New York, on Aug. 27 replaces *Green Villey, USA*, on 63 MBS stations, Sun., 5-5:30 p.m. with *You Can't Take it With You*. Agency: William H. Weintraub & Co., N. Y.

U.P.
THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE
UNITED PRESS

Balliett to Retire

CARL J. BALLIETT retires this week as active chairman of the board of Morse International Inc., New York, and is moving his residence to Pennsylvania. He will retain his present title and will participate in certain agency business. Russell Wertz, sales manager of the printing division, C. E. Sheppard Co. has been named chairman of the war activities council of the Advertising Club of New York, position formerly held by Mr. Balliett.

Network Changes

P. LORILLARD Co., New York (Old Gold cigarettes), on Aug. 13 shifted *Old Gold Show* on 126 NBC stations, Sun., 10:30-11 p.m., from Hollywood to New York. Agency: J. Walter Thompson Co., New York.

AMERICAN DAIRY Assn., Chicago (butter & dairy products), has added KOA Denver, KDYL Salt Lake City, KSEI Pocatello, Ida., KTFI Twin Falls, Ida., to the approximate 50 NBC stations broadcasting *Voice of the Dairy Farmer*, a quarter hour news show featuring Clifton Utley and Everett Mitchell, heard on Sundays. Agency: Campbell-Mithun, Chicago.

EVERSHARP Inc., Chicago (pens, pencils), on Aug. 13 added to *Take it or Leave It* Sun., 10-10:30 p.m., 17 CBS stations (WJLS WDWS WDAN WSOY WTAX WFMD WENT WWNY WHOP WPAD WLBC KTBC KEYS KGBS KSJB WSAU WHUB), making a total of 141 CBS stations. Agency: Biow Co., N. Y.

GULF OIL Corp., Pittsburgh (motor oil, gas), has added to *We, the People*, Sun., 10:30-11 p.m., 6 CBS stations (KGGM KVSF WJLS WHUB WERC WMBC), making a total of 102 CBS stations. Agency: Young & Rubicam, N. Y.

STANDARD BRANDS, New York (Tenderleaf Tea), on Sept. 4 will add to *Mary Marlin*, Mon. thru Fri., 3-3:15 p.m., 8 CBS stations (KSJB WKMO KTTS KGBS KEYS WHUB WENT WSAU), making a total of 141 CBS stations. Agency: J. Walter Thompson Co., N. Y.

J-W-T PRODUCERS SHIFTED ON COAST

ROBERT BREWSTER, Hollywood producer of J. Walter Thompson Co. on NBC *Kraft Music Hall*, has been shifted to CBS *Frank Sinatra Show* succeeding Earl Ebi. Writing staff under direction of Hendrick Vollaerts consists of Bill Telack, Jerry Gollard and Virginia Radcliffe.

Mr. Ebi takes over production of NBC *Chase & Sanborn Show* when the program resumes on Sept. 3. He succeeds Tony Stanford. Under Vic McLeod, writers of that program are Alfred Johansen, Alan Smith and Bob Mosher. Al Rinker, former Hollywood producer of NBC *Old Gold Show* assumes that post on NBC *Kraft Music Hall*, with Dave Gregory as chief writer, assisted by Stanley Davis, Elon Packard, Chet Castellaw, Fred Fox, Rupert Prey and Leo (Ukie) Sherin.

With no successor named for the late Daniel J. Danker, vice-president, who died on July 5, Norman Blackburn is handling talent buying for all programs and administrative end of the agency's Hollywood radio business. Anthony Stanford, as senior producer, will act in a supervisory capacity on programs originating from Hollywood and New York.

Carroll Carroll, withdrawing as writer on NBC *Kraft Music Hall*, will supervise writers and create new program ideas. Stanford and Carroll will be on a shuttle basis between the agency's New York and Hollywood offices. Evelyn Finnie, for many years secretary to Mr. Danker, and for the last six months handling contacts on CBS *Lux Radio Theatre*, will continue to book talent for that program.

FIRST direct radio-telegraph service between New York and Bombay, said to be the longest direct circuit in the world, was put into operation by RCA Communications Inc., last Tuesday at 12:01 a.m.

Lowest New York Rate Card

WLIB's rate is from 60% to 310% less than that of any other New York independent station on a dollar basis.

Projected against Hooperatings, WLIB compares most favorably with the other stations purely on a cost-per-listener basis. But when the quality of the WLIB audience is considered simultaneously with the cost-per-listener, WLIB stands out as a "must" to complete your coverage of the New York market.

WLIB
"THE VOICE OF LIBERTY"
Clear Channel – 1190 on your dial
RKO BUILDING - RADIO CITY - NEW YORK

$15,000.00 AND UP
RADIO SALES
MANAGER
WANTED

The man we want is a most unusual guy. He's never made $4,000 a year. He's never been an executive. He probably doesn't know all the best New York Agency people.

The guy we want is probably between 20 and 30 years of age and until recently at least he had a patch in his pants. He may be working at some jerkwater station or on starvation salary at some high class network outlet. Or he may have had that experience before he went into Uncle Sam's Army or war work. If so, he's now released and ready to go.

He's got to know radio and how radio is sold. He's got to know he's the best damn Salesman that ever lived. He's got to have the ants in his pants that will make him work from 24 to 48 hours a day till he gets what he wants . . . till HE GETS IT! . . . and not on any silver platter.

HERE'S THE SET-UP

The station that wants this man is one of the smartest run, 250-watt, full-time independent stations in the country, owned and operated by two guys who came up in radio the hard way. The station is located in a top eastern, metropolitan county of 250,000 population. There is no competition for the local retail merchants' radio dollars.

The station has been successful from its start two years ago. Now making good gross and net profits. Only a guy with the "itch" can take it a lot higher.

HERE'S THE PAY-OFF

The guy we want will come in first as a salesman on straight commission . . . no drawing account. He'll only get 15% of total sales until his weekly billings go to $300. Then he'll get 20%. When his sales are up to $600 per week, he'll get 25% overall and on everything over.

That plan is based on the conviction of the guys who run the station that the man who won't get off his fanny isn't worth much but that the guy who'll get out and slug deserves a break . . with NO ceiling on earnings.

The man who proves himself in this way can have just about anything he wants including the sales-managership and a swell job for life under friendly, ideal working conditions. (We don't believe in driving . . . just paying off to the man who drives himself.)

HOW TO GET THE JOB

Just write for traveling directions and come on if you can tell by this ad that we're not kidding. If you want more facts and details you're probably not the man. However, if you've got a family and just want to be sure we're on the level, then write and ask us. We'll give you a guarantee that the opportunity is just as stated. YOU'LL have to figure out what you can do with it.

IF INTERESTED JUST WRITE
Box 590, BROADCASTING

Actions of the FEDERAL COMMUNICATIONS COMMISSION

AUGUST 12 TO AUGUST 18 INCLUSIVE

Decisions . . .

AUGUST 14

WFOR Hattiesburg, Miss.—Granted consent assign. license of WFOR from Forrest Broadcasting Co. to C. J. Wright, B. M. Wright, and C. J. Wright Jr., partnership d/b as Forrest Broadcasting Co. No money involved.

U. of Southern California, Los Angeles, Calif.—Granted CP, for new non-commercial, educational station operate on 42,900 kc, 1 kw, special emission for FM, subject approval of site by CAA.

WGTC Greenville, N. C.—Granted renewal license for period ending 12-1-45.

KIUL Garden City, Kans.—Granted CP to increase power from 100 to 250 w and make changes in transmitting equipment, subject condition that permittee will install antenna which will comply with regulations when materials become available and subject FCC Supplemental Statement of Policy of 1-26-44.

Elm City Broadcasting Corp., New Haven, Conn.—Granted CP, for new station to operate on 1340 kc, 250 w unlimited, subject approval of transmitter site, antenna by CAA and in accordnce with FCC procedure under 1-26-44 policy.

AUGUST 15

Air Waves, Inc. and Louisiana Communications, Inc., Baton Rouge, La.—Granted petitions permit reinstatement applications for CPs for new stations and ordered applications be designated for further consolidated hearing, both applications request 1400 kc, 250 w unlimited.

WCLE Cleveland—Granted 30 days additional time satisfy cond. grant of May 16 authorizing frequency change, increase in power and hours of operations and move of station from Cleveland to Akron.

KFXD Nampa, Ida.; Queen City Broadcasting Co., Boise, Ida.; Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall, d/b as Idaho Broadcasting Co., Boise—Designated for consolidated hearing application of KFXD for CP change from 1230 to 580 kc, from 250 w to 1 kw, install new transmitter and DA, move transmitter site and establish main studio at Boise, with application of Queen City Broadcast Co. for new station on 600 kc, 1 kw, DA-N, unlimited, and application of Idaho Broadcasting Co. for new station 1340 kc, 250 w, unlimited.

WGKV Charleston, W. Va.—Granted petition for order to take depositions re application for license renewal and relinquishment of control. Hearing postponed to Sept. 15.

WJLS Beckley, W. Va.—Granted motion change date of oral argument from Aug. 30 to Sept. 6 re application for CP.

Sam Morris, San Antonio, Tex.—Denied petition intervene in hearing on applications of KGKO and WBAP Ft. Worth and WFAA Dallas for license renewal, without prejudice to right of petitioner to appear at hearing Sept. 9 to give any testimony he may desire.

WORL Boston—Continued to Aug. 24 hearing scheduled for Aug. 17 on application re license renewal.

WMAM Marinette, Wis.—Granted CP charge hours on 570 kc from 250 w D, to 100 w N, 250 w LS.

KWG Stockton, Calif.—Granted CP authorizing power increase from 100 to 250 w and changes in transmitter and antenna.

KOW San Jose, Calif.—Granted CP authorizing installation of new ground system.

KROY Sacramento, Calif.—Granted CP authorizing power increase to 250 w and installation of new transmitter.

WDAK Columbus, Ga.—Granted CP authorizing move of studio and transmitter and installation of new antenna.

WOOD Grand Rapids, Mich.—Granted CP authorizing move of 500 w transmitter to site of present main transmitter to be operated as auxiliary transmitter with 500 w, DA, nght.

WXYZ Detroit—Granted CP authorizing move of auxiliary transmitter to site of main transmitter with DA, night.

AUGUST 16

WGKV Charleston, W. Va.—Deferred consideration on petition amend application for transfer control in Doc. No. 6581 until consideration of said applications on their merits, and ordered that hearing notice re above be amended to add an additional issue.

Applications . . .

AUGUST 14

WTEL Philadelphia—License for CP increased power and change equipment.

KASA Oklahoma City—Vol. assign. license to Southwest Broadcasting Co.

Greenville News, Greenville, S C.—CP for new hf station on 44,100 kc with coverage of 23,687 sq. mi.

KFJI Klamath Falls, Ore.—Transfer control of licensee corporation from George Kincaid and Rachel J. Kincaid to Willard D. Miller, 100%.

Granite District Radio Broadcasting Co., Salt Lake City—CP for new standard station 1400 kc, 250 w, unlimited, amended re change in transmitter site.

AUGUST 17

Connecticut Television Co., Greenfield Hill, Conn.—CP for new commercial television station on channel 8, 162,000-168,000 kc.

NBC, Bound Brook, N. J.—CP for new international station.

Glens Falls Broadcasting Corp., Glens Falls, N. Y.—CP for new standard station, 1230 kc, 250 w, unlimited.

WCMI Ashland, Ky.—Authority determine operating power by direct measurement antenna power, 1340 kc.

Herbert Kendrick and G. L. Hash, partnership d/b Harrisburg Broadcasting Co., Harrisburg, Pa.—CP for new standard station on 1400 kc, 250 w, unlimited.

Dixie Broadcasting Co., Montgomery, Ala.—Same.

WATW Ashland, Wis.—CP change transmitter type, increase power from 100 to 250 w.

KONP Port Anteles, Wash.—Mod. CP for new standard station for change in transmitter, antenna, and approval of transmitter and studio sites.

AUGUST 18

CBS, New York—CP for new experimental television station on 470,000-486,000 kc, 1 kw and special emission change frequencies to 460,000 to 476,000 kc.

The Philadelphia Inquirer, div. of Triangle Publications Inc., Philadelphia, Pa.—CP for new FM station on 48,100 kc, 15,500 sq. mi. coverage amended change coverage to 12,850 sq. mi. and changes in antenna.

WHB Kansas City, Mo.—CP new FM station on 46,900 kc, 9,200 sq. mi.

KGY Olympia, Wash.—Vol. assgn. license to Tom Olsen from corporation to individual to simplify administration of station by eliminating formal board meetings and other details. No money involved.

Calendar . . .

WORL Boston—License renewal, hearing set for Aug. 24.

DC&S Changes

VELMA COATES, for more than seven years in charge of radio commercial traffic of Benton & Bowles, New York, has been appointed to a similar post at Doherty, Clifford & Shenfield, New York. Ruth Loveaire, with Benton & Bowles the last three years, and previously with MacFadden Publications, has been appointed radio commercial writer at DC&S. Agency has named Marie L. Brennan, assistant account executive on Bristol-Myers at Pedlar, Ryan & Lusk, New York, for the past 19 years, as assistant secretary of the corporation.

Sick's on NBC-Coast

SEATTLE BREWING & Malting Co., Seattle, has started a weekly 15-minute news period, Sat. 10-10:15 p.m. (PWT) on NBC-Pacific Coast chain for Sick's Beer. Contract is for 52 weeks. Placed through Pacific National Adv. Agency, Seattle.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N. W.—Washington, D. C.
Phone: Metropolitan 0540

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank M. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL —
ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:
TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Combination first-class engineer-announcer, for southern CBS station, non-defense area. $50. Write Box 527, BROADCASTING.

Announcer. Experienced newscaster, also capable of routine studio work. 5 KW network affiliate, major midwestern market. Opportunity for advancement. Salary commensurate with ability. Include all data in first letter. Reply confidential. Box 540, BROADCASTING.

Chief Engineer for 250-watt Midwest station. Must hold a Radio-telephone first license, and be capable of assuming complete responsibility for technical operations. Salary $60.00 per week. Enclose a snapshot, and complete information on experience and education. Box 543, BROADCASTING.

Transmitter and control operator for 250-watt station located in Indiana. Salary open. State education, experience and enclose a snapshot. Box 544, BROADCASTING.

Transmitter Engineer for 5 KW Midwest station. Must hold Radiotelephone First Class license. Salary, $45.00 per week. Also, control room operator. Salary $40 per week. State experience and education, and enclose a snapshot. Box 546, BROADCASTING.

If you are a mail pull announcer and want a position with a Midwest NBC station handling some of the better mail accounts here is an opportunity to secure a permanent position with opportunity for advancement. Applicant must be experienced in handling talent and ad-lib shows. All replies confidential. Write full information concerning background experience, draft status and salary expected to Box 559, BROADCASTING.

Wanted—First and third operators, local Southern station with extensive post-war plans. Permanent positions. Give full details, references, etc. Box 562, BROADCASTING.

Wanted—Chief engineer 250 watt midwest station Mutual affiliate. Cost of living low. Permanent position for draft exempt man. Box 574, BROADCASTING.

Wanted—Top-flight announcer for 5,000 W New York state NBC station. Good basic and unusual talent opportunities. Fine opportunity of announcing with this progressive key station. Apply now to Box 576, BROADCASTING.

Wanted—Radio engineers with experience in frequency modulation transmitting and receiving equipment. Familiarity with FCC rules and field operation of equipment desirable. Please give complete experience and education in letter of application, and state salary desired. Company located in the midwest where living conditions are good, and expenses below average. Box 578, BROADCASTING.

Wanted—Experienced radio salesman, also capable of assuming local sales managership. Permanent position with an NBC affiliate in a Western State. Furnish references and background in first letter. Box 581, BROADCASTING.

Wanted—Man experienced in radio promotional and publicity work for an NBC affiliate in a Western state. Furnish references and background in first letter. Box 582, BROADCASTING.

Wanted—Two first class transmitter engineers. Modern living quarters furnished permanent operators. Write, giving full details, family, affiliations and history of employment. Box 588, BROADCASTING.

Wanted—Salesman with "ants in his pants" to become salesmanager. See full column ad, page 63 this issue.

Chief Engineer. State age, experience, qualifications and salary expected. WMIS, Natchez, Mississippi.

Thoroughly good deal. Wanted two first or second class engineers. Good pay. Short hours. Pleasant working schedule. KFNF, Shenandoah, Iowa.

Opening for capable young lady. Combination program and mike work. WEGO, Concord, N. C.

Announcer-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Experienced announcer wanted. All around man for permanent position with good opportunity. KILO, Grand Forks, N. D.

Help Wanted (Cont'd)

Announcer—Must have experience. State complete qualifications and salary expected. Write or phone Radio Station WSAM, Saginaw, Michigan.

Busy WHEB seeks qualified, all-around announcer, preferably discharged veteran, with good voice, good nature and gumption. Progressive management, with sound ideas both today and tomorrow. Transcription, and your story, please. Wire or write Program Director, WHEB, Portsmouth, New Hampshire.

News Editor-Newscaster. Opening for qualified man with experience and background for dominant news station in central Kansas. Good salary and working conditions. Permanent. Wire collect your qualifications. KFH, Wichita, Kansas.

Wanted—Transmitter engineer for five kilowatt regional. Must have first phone license. Permanent position not draft vacancy. Anyone without previous broadcast experience need not apply. Give complete details first letter. Harold Beckholt, Chief Engineer, WSPA, Spartanburg, South Carolina.

Excellent positions open for electrical, electronic engineers; first, second, third class radio engineers; production men; junior, senior announcers; station executives; news editors; time salesmen; radio telephone, telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Wanted—Experienced, capable first class engineer. Give full particulars. KTHS, Hot Springs, Arkansas.

Wanted at Once. Operator or operator-announcer holding restricted telephone permit. Give experience, draft status and salary required in first letter. WPAD, Paducah, Kentucky.

Wanted—Chief Engineer for 250 watt Blue Network station. Good salary. State salary and experience. Address F. C. Ewing, WGRM, Greenwood, Miss.

Wanted—Engineer with first class papers. Also an announcer. Give starting salary expected in first letter. Regular job. Contact Manager, Radio Station WBRW, Welch, West Virginia.

5 KW Midwest NBC station has opening for experienced announcer capable handling newscasts as well as straight commercial. Applicant must be draft deferred. This is a permanent position with going concern under good management and with excellent post-war opportunity for advancement. Salary approximately $200.00 per month. Send transcriptions as well at letter with full information concerning background and experience to KSOO, Sioux Falls, South Dakota. All replies considered confidential.

Salesman who can make $15,000 and up. Turn to page 63 this issue.

Large Washington, D. C. advertising agency has an opening in radio department for experienced copy writer. In applying, state age, experience, and background. Salary of $200 monthly to start. Excellent opportunity. Box 593, BROADCASTING.

Situations Wanted

Do you need an experienced dramatic script writer with fresh ideas and unusual talent? Write Box 444, BROADCASTING.

Station Manager—Eleven years experience all phases broadcasting. Excellent references, good record. Now employed. Available thirty to sixty days notice. Prefer operating agreement with salary and bonus. Will give your station smooth operation with maximum profit. South or southeast preferred. Write Box 515, BROADCASTING.

Newspaperman seeks position with radio news department. Radio experience limited. Forceful writer who can put pep into newscasts. Years of experience in judging news values. Box 567, BROADCASTING.

Situations Wanted (Cont'd)

Script Writer—Young woman, college graduate, ambitious, imaginative, hard working. Box 586, BROADCASTING.

Station Manager or commercial manager. Excellent management record with local independent and with network affiliate. Desires change. 6 years radio, 6 years newspaper, sales representative national concerns 5 years. Available for interview at N.A.B. Convention. Box 656, BROADCASTING.

Announcer—Chief announcer of large midwestern station desires a change to a more progressive organization. Box 568, BROADCASTING.

Newsman—Seven years' broadcasting experience, network for two years. College graduate, extensive historical background, lecturer. Desires affiliation with east or west coast station as news editor, newscaster, and commentator. Must be good proposition. Box 569, BROADCASTING.

Radio Engineer age 34 with over a years' experience as chief engineer of a 5 kw broadcast station, one year as chief engineer of 500 W police radio station and several years design and development work, wants position on west coast. Is able to do design work for new construction including antennas. Box 571, BROADCASTING.

Young man, 28, draft exempt, six years' announcing and sales experience. Single, sober, and interested in best offer anywhere in United States. Audition transcription. Available one week's notice. Address Box 572, BROADCASTING.

Salesman — Desires change permanent managerial future. Young, experienced national, regional accounts, background announcing production. "Plugger", married, non-drinker, civic activities. Box 575, BROADCASTING.

Program Director—Honorably discharged Marine with six years programming-announcing-writing wishes permanent PD position. Network experience. Now with 5 kw Ohio station. Will go anywhere but south. Available for interview at NAB Convention in Chicago latter part of month. Box 577, BROADCASTING.

General or sales manager. Eleven years local, regional and clear channel station operation, writing, announcing, production, programming, selling and management. Will be at NAB Convention. Inquire at BROADCASTING suite or write Box 579, BROADCASTING.

Read this if you want someone with real experience in writing, producing, programming promotion and publicity. Draft exempt married man with family desires permanent position with progressive eastern station. Eight years experience. Executive ability. Plenty of ideas to boost station and sales. Complete information on request. Box 583, BROADCASTING.

Newscaster-Commentator—Must also have opportunity serve in executive capacity, public relations. Box 584, BROADCASTING.

Transmitter Engineer—First class license. Five years experience. Will only accept permanent position. Box 585, BROADCASTING.

Engineer available November 1. Will receive B.S. degree in Electrical Engineering from Ga. Tech. Oct. 23, majoring in radio. Have had special courses in Ultra-High-Frequency Techniques and Telephony in addition to regular Radio Curriculum. Have been broadcast operator since 1938 at WTOC, WSAV, WILL, WATL, and now at WGST. Ham, W4EST, since 1936. Also have 2nd Telegraph Ticket. Well-versed in design, installation, and maintenance. Age 25, 4F in selective. Your correspondence is invited. William E. Behnken, 727 Williams St., N. W., Atlanta, Georgia.

Commentator in farm field, news analyst. Wide farm and newspaper experience. Box 570, BROADCASTING.

Draft or no draft, run-of-the-mill help is still the ten-cent class. But if you are looking for a star-bright combination of brains, personality, and down-to-earth business and radio experience, featuring writing and secretarial background, write today to Box 587, BROADCASTING.

Program Director—Production, promotion and musical background. Ten years network experience. Want smaller station. Available for interview at NAB Convention. Box 591, BROADCASTING.

Wanted to Buy

Wanted—Hammond organ. Must be in good condition. Wire price and full particulars to WBIG, Greensboro, North Carolina.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted to Buy—Have cash for 100 or 250 watt station. Any location considered. Box 533, BROADCASTING.

Cash for one frequency monitor and one modulation monitor for 250 watt station. Box 518, BROADCASTING.

Wanted—Full or part interest in local station. Box 589, BROADCASTING.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

For Sale

For Sale: Marconi B 100 Plate Modulator Type 88617. This modulator is capable of providing a high quality audio output in excess of 250 watts. Nearly new, in excellent condition. Box 539, BROADCASTING.

RCA 72A Recording attachment with inside out and outside in head screws. $95.00. Box 580, BROADCASTING.

1,000 watt Western Electric Transmitter complete with spares. Box 602, Church Street Annex, New York.

For sale: Will sell my interest in WJBK, Detroit. For full particulars write Arthur H. Croghan.

For immediate sale—1 kw REL AM transmitter, excellent condition. Humberto D. Gonzalez, 220 W. 42nd St., New York City. Wisconsin 7-1166.

Miscellaneous

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

Two broadcasters, young, aggressive, with $10,000, desire additional financial backing in application for new station, rural area 200,000 population. One, manager; other, chief engineer. Reply stating full details yourself, financial status. Confidential. Box 573, BROADCASTING.

Adv.

CROGHAN'S INTEREST IN WJBK DETROIT FOR SALE

Determined to leave Detroit in a year to make his home near Los Angeles where he will try to secure controlling interest in an independent station, Art Croghan, vice-president in charge of sales at WJBK, is offering his minority interest for sale. The station is reputed to do a larger volume of business than any 250-watter in the country. For full particulars write Arthur H. Croghan.

Adv.

FCC Grants FM, Standard Permits

Also Allows Power Increase, Transfer of License

CONSTRUCTION permit for a new standard outlet in New Haven, Conn., another for a non-commercial educational FM station in Los Angeles, an increase in power for a western Kansas station and voluntary transfer of license, one in Mississippi were granted last week by the FCC.

Patrick Goode Director

The Elm City Broadcasting Corp., New Haven, of which Patrick J. Goode, New Haven postmaster and former stockholder of WELI New Haven and WNBC Hartford, is a director, was granted a construction permit for a new local in New Haven to operate on 1340 kc with 250 w power unlimited time, subject to approval of the transmitter site and antenna system by the Civil Aeronautics Authority and in accordance with the Commission's Jan. 26 policy on critical materials.

Officers of the Elm City corporation, in addition to Mr. Goode, who holds 40% of the stock, are: Perlie H. Vining, sales manager of the New Haven Tobacco Co., president (10%); Capt. Garo W. Ray, now on duty with the Signal Corps, vice-president (10%); Aldo DeDominicis, salesman of WELI, secretary-treasurer (40%).

Mr. Goode, with William J. Sanders, owned controlling interests in WELI and WNBC until a year ago when they sold their interests to Arde Bulova.

Consent for voluntary assignment of the license of WFOR Hattiesburg, Miss., from the Forrest Broadcasting Co., to C. J. Wright, B. M. Wright and C. J. Wright Jr., as a partnership doing business as Forrest Broadcasting Co., was granted. No money was involved, the change being from a corporation to partnership.

Other Grants

Frank D. Conard, trading as Radio Station KIUL, licensee of KIUL Garden City, Kan., was granted a construction permit to increase power from 100 to 250 w and make changes in transmitting equipment, subject to the condition that permittee will install antenna that complies with regulations when materials become available, and subject to the FCC Supplemental Statement of Policy, Jan. 26.

The U. of Southern California was granted a CP for a non-commercial educational FM outlet in Los Angeles, to operate on 42,900 kc with 1 kw power, subject to approval of the proposed site by the CAA and compliance with marking specifications, and subject to procedure announced in the FCC April 27, 1942, Memo Opinion.

Chicago Radio Group Writes NAB On Minute Announcements, Surveys

IN TWO letters addressed to the NAB last week, the Chicago Radio Management Club, composed of radio, agency and station executives, sought the Association's assistance in investigating the problem of a standard for the "one minute" live and transcribed announcement, and in the second letter, asking for research on an acceptable standard of both rural and urban audience measurement. The letters were sent to the NAB through Harry Gilman, secretary of the Chicago Radio Management Club. Following are the texts of the two letters:

> At the present time there is much variation and confusion concerning the length of spot announcements, especially for the so-called "one-minute" announcements, on the different stations. "One-minute" live announcements may vary as much as 50% in the number of words allowed by different stations. Even on "one-minute" transcribed announcements that are carefully timed, some stations count the words and refuse to use the announcements unless the "number of words" are cut to their arbitrary requirements.
>
> This situation causes needless confusion and unnecessary expense to both advertiser and agency. Therefore, the Chicago Radio Management Club requests that this matter be taken up with the members of your association, and that they set up standards for spot announcements, especially on what constitutes a "one-minute" live and "one-minute" transcribed announcement, and that such standards be indicated in the station's rate card.

The second letter to the NAB follows:

> Realizing that there are certain inadequacies and shortcomings in present radio survey material, especially with those applying to listening audiences in individual markets, the members of the Chicago Radio Management Club feel that now is the advantageous time for the NAB seriously to consider the problem.
>
> It is our recommendation that your association appoint a joint committee to represent stations, agencies and advertisers to review the situation. Suggest acceptable standards of audience measurement for both city and rural markets and make due recommendations.

In Washington it was indicated by an NAB spokesman that the question posed in the first letter is being studied by the sales management executive committee, and the problem raised in the second is under study by the NAB research committee. Both questions will probably be taken up at next week's War Conference, NAB said.

Trimount Resumes

TRIMOUNT Clothing Co., Roxbury, for Clipper Craft Clothes will resume sponsorship of Dorothy Thompson on the Blue Network Sept. 24 following a 13-week layoff. Miss Thompson will be heard Sunday, 8:15-8:30 p.m. (repeat 11:15 p.m.), her former period Sunday, 7:15 p.m., having been taken by Serutan Co. Trimount agency is Emil Mogul Co., New York.

Manhattan Names Jones

MANHATTAN SOAP Co., New York, manufacturer of Sweetheart Soap, has appointed Duane Jones Co., New York, effective Sept. 1 to handle advertising, which includes at present *Scramby Amby*, weekly half-hour on 169 Blue stations, and an extensive spot radio schedule on over 100 outlets. Future media plans have not been determined.

Bob Lewis to Navy

BOB LEWIS, WTOP-CBS Washington newscaster heard on the CBS 8 a.m. *World News* for the last two years, leaves the air this week for a brief rest before reporting Aug. 28 to Ft. Schuyler, N. Y., as Ens. Lewis W. Shollenberger (his real name) USNR. He will be assigned to communications duty. Before joining CBS two years ago he was with the UP Washington bureau.

Loewi Joins DuMont

COMDR. Mortimer W. Loewi, former vice-president of Allen B. DuMont Labs., who has been on leave of absence for three years to serve with the Navy, has rejoined DuMont as assistant to the president, in charge of the licensing division.

CUT SPEED TO 30 AT CARNEGIE YARDS... AND I'LL NEVER, NEVER LOVE ANYONE ELSE, ALGERNON!
SID HIX

Drawn for BROADCASTING by Sid Hix

"This New-Fangled Radio Signaling 'll Drive Me Nuts!"

Evening Net Show Ratings Are Down

August Average 5.3; Leader Is 'Mr. District Attorney'

AVERAGE rating of evening network shows for the first week of August is 5.3, down 0.3 from a month ago and down 0.9 from a year ago, according to the Aug. 15 Hooper ratings. Report shows average sets-in-use during evening hours of 18.8, down 0.4 from a month ago and down 0.8 from a year ago. Average available audience is 71.3, up 1.1 from last month, down 2.1 from last year.

Most listened to program was *Mr. District Attorney*, followed by *Your Hit Parade, Screen Guild Players*, Phil Harris (second half-hour), *Mr. and Mrs. North, Man Called X*, Gabriel Heatter (MWF), Walter Winchell, *Take It or Leave It*, Phil Harris (first half-hour), *Thanks to the Yanks, Dr. I. Q., Album of Familiar Music*, Gabriel Heatter (Sunday).

Guy Lombardo had the most listeners per set, 3.14, with *Palmolive Party* second, 2.77, and *Your All-Time Hit Parade* and the *Telephone Hour* tied for third with 2.76 each.

Highest sponsor identification rating of any subscriber program was that of *Your Hit Parade*, with 83.6. Lowest figure in this classification was that of *Take It or Leave It*, with 13.6.

Smith to Hollingbery

LOUIS A. SMITH, formerly manager of KOWH Omaha, and for the past year Plough Inc. account-man for Lake-Spiro-Shurman Adv., Memphis has joined the George P. Hollinbery Co., station representatives, as director of FM and television. Mr. Smith will act in an advisory capacity to all radio stations represented nationally by the Hollingbery Co., and at present is studying operational methods at Balaban & Katz television studios, Chicago, and plans further studies at the GE Labs. Schenectady, before joining the company in New York.

Storm Interruptions

A SEVERE electrical storm in Texas caused several momentary interruptions in the American Tobacco Co. *College of Musical Knowledge* on NBC last Wednesday, 10-11 p.m. The same evening lightning hit the tower of WEAF New York, inflicting no permanent damage but producing interruptions in Don Hollenbeck's 6-6:15 p.m. news cast on WEAF and to *Serenade to America*, 6:15-6:40 p.m., NBC sustainer.

KGHF Power Increase

KGHF Pueblo, Colo., is now operating on 1,000 w day, 500 w night, an increase from 500 w day and night which was granted by the FCC effective Aug. 7. Station had been operating on increased power by temporary permit since July 13.

Secretary

and Advertising Assistant of Sears Roebuck & Company in Kansas City. Geneva Drotts says of Radio, "I'm just one of a thousand girls with husbands overseas in the armed forces. I know that I speak for all of them when I thank radio most sincerely for what it means to us. Through radio's informative war programs I am brought closer to him. Yes, even though we're separated by thousands of miles, I am still at his side trying to contribute what I can here on the home front—thanks to radio."

The Shape of Things To Come Rests On Accomplishments Today

Widely acclaimed is radio's procedure to maximum effectiveness in support of this nation's war effort. KMBC as one component part of America's great broadcasting system has accepted each responsibility, large or small, first finding out for itself the needs of its peoples, of its communities and of its industries—*then doing something about it!* The reputation of KMBC has been wholehearted cooperation with all deserving home front projects and constant striving for the betterment of radio's service in behalf of all mankind.

Of course—
KMBC-FM *An extra service at no extra cost.*

DEDICATED
IN BEHALF OF
AMERICAN
BROADCASTING
TO THE HOME AND THE COMMUNITY

KMBC
OF KANSAS CITY
FREE & PETERS, INC.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS